

JOB DESCRIPTION: CREATIVE CONTENT STRATEGIST

Recruiter: AusHub Talent Services
Location: Ho Chi Minh City, Vietnam
Job Type: Full time

ABOUT THE OPPORTUNITY

AusHub Talent Services is seeking a **Creative Content Strategist** to support our client, an international marketing and communications agency specialising in the Food & Beverage industry across Asia Pacific. With a strong regional presence across multiple Asian markets, our client delivers integrated marketing, branding and communication solutions that connect culinary culture, brands and consumers through impactful creative storytelling.

As the company continues to expand its regional content and communications capabilities, they are seeking a versatile **Creative Content Strategist** to shape content strategy, develop compelling narratives and bring integrated campaigns to life across social media, digital advertising, PR and influencer marketing. This is an exciting opportunity for a creative storyteller who combines strategic thinking with strong writing skills, enjoys collaborating across disciplines and thrives in a fast-paced, international agency environment serving leading F&B and lifestyle brands.

ABOUT THE ROLE

Based in Ho Chi Minh City, this role combines content strategy, copywriting, social media planning, and PR storytelling to help bring impactful campaigns to life for F&B and lifestyle brands.

You will work closely with project managers, designers, and clients to develop compelling content across social media, digital advertising, PR, and influencer marketing. Beyond writing, you will contribute to campaign ideation, shape content direction, and ensure creative excellence across all touchpoints.

KEY RESPONSIBILITIES

1. Content Strategy & Social Media

- Develop monthly content plans and content pillars for clients' social media channels.

- Create engaging copy and content for social media platforms, including Facebook, Instagram, TikTok, LinkedIn, and other relevant channels.
- Work closely with designers to ensure content and visuals align with campaign objectives and brand guidelines.
- Maintain a consistent brand voice and high-quality content standards across all channels.
- Develop content for paid digital campaigns across Meta, Google, LinkedIn, and other platforms.

2. PR & Influencer Content

- Draft press releases & media materials.
- Develop PR article content that supports campaign and brand objectives.
- Propose content angles and key messages for influencer and KOL collaborations.
- Review and provide feedback on influencer content, including scripts, captions, and visual deliverables, ensuring alignment with campaign goals and brand standards.

3. Creative Ideation & Campaign Development

- Contribute to campaign brainstorming sessions and proposal development.
- Develop key messages, content directions, and storytelling approaches for client campaigns.
- Adapt creative concepts across different social platforms, audiences, and markets.
- Stay informed on social media trends, platform updates, cultural conversations, and emerging content formats.

4. Content Quality & Brand Stewardship

- Write, edit, proofread, and refine content to ensure accuracy, clarity, and effectiveness.
- Maintain consistency with brand guidelines and campaign objectives across all deliverables.
- Ensure all content meets agency quality standards and client expectations.

5. Collaboration & Project Management

- Work closely with project managers to manage content calendars, timelines, and feedback processes.
- Coordinate with designers to deliver integrated content experiences.
- Manage multiple projects simultaneously while maintaining attention to detail and meeting deadlines.
- Communicate effectively with stakeholders across markets.

6. Research & Insights

- Conduct research on client industries, competitors, consumer trends, and market developments.
- Leverage insights and data to strengthen content recommendations and creative ideas.
- Monitor social media trends and consumer behavior across Vietnam, Singapore, and other relevant markets if needed.

SKILLS & EXPERIENCE

- 2–3 years of experience in content strategy, copywriting, content marketing, or a related role within an agency or brand environment.
- Strong portfolio demonstrating social content, campaign work, digital advertising copy, and/or PR writing.
- Excellent English & Vietnamese writing and communication skills.
- Strong understanding of social media platforms, influencer content, and digital marketing best practices.
- Ability to manage multiple projects in a fast-paced environment and meet tight deadlines.
- Strong attention to detail, organizational skills, and sense of ownership.
- Collaborative mindset with the ability to work effectively across cross- functional teams.
- Familiarity with the Vietnam and Singapore digital landscape is highly preferred.

BENEFITS

- Competitive salary package
- 13th month salary
- Annual leave and additional festive leave entitlements
- Opportunity to work within a highly international creative environment
- Ongoing training and career development opportunities
- Exposure to global clients and international F&B brands
- Dynamic team culture with exciting regional projects
- Strong focus on employee wellbeing and professional growth

Interested candidates are invited to submit their CV to marketing@auschamvn.org . Due to the large volume of applications received, only shortlisted candidates will be contacted.