



About Career Pass Institute (CPI)

Career Pass Institute USA (CPI) is a New York based career coach institution, which provides global standard career training services. Our program is designed to deliver a comprehensive package of 50 - 100 hours of career coaching, industry-focused mentoring, and strategic career planning, which proactively help college students build their exceptionally competitive advantages in their job search and interviewing process, in order to be qualified for their dream jobs at the world prestigious corporations. Our primary focus is on professionally training for international undergraduate students in the USA. For more information, please visit our website at: www.careerpassinstitute.com

Our Mission

At CPI, our mission is to deliver premium quality of on-site and online career coaching services to our college students. With solid experiences in current job market and insightful knowledge of TOP companies in the US, we understand what skill sets and values will be most important for our students to develop and perform beyond recruiting requirements. Selectively high quality learning materials, professional networks and the superior commitment level from our career coaches are the competitive advantages of our training program.

CPI aims to become number one choice for students, who commit to prepare for their big wins in the job market after graduating from college. The invaluable transferable skills and high credential network they get at CPI will support them through their long haul career journeys, no matter what companies or countries in which they choose to work.

3 most required core personal traits of CPI students:

Career driven. High achieving. Highly disciplined.

Contact info: contact@careerpassinstitute.com



Social Media Marketing Manager Position

Role Description: This is a part-time position that locates in Ho Chi Minh City, allows virtual/remote work and requires 10-15 hours per week (prefer availability in the morning time (9 AM - 12 PM) during weekdays and evening time (10-11 PM of Saturdays) for short conference calls)

Main Responsibilities:

- Deliberate planning, strategy and goal setting for multi-channels (website, facebook, linkedin, instagram, etc.), experiences with running ads
- Coordinate with CMO to develop and strengthen brand awareness both online and offline
- Create and manage content, follow content strategy supervised by CMO
- Set, monitor and measure KPI data and report to CMO weekly, proactively have immediate and necessary actions responding to online performance on every single post on daily basis
- Cultivate of leads both on/ off season through above channels
- Have experiences of creating high/ premium quality marketing material such as: posters; videos; buzz visual meme, etc. Please attach link to portfolio of work you created in the past on your resume
- Collaborate closely with design agencies and assist with new product launches if needed
- Maintain effective internal communications to ensure that all relevant personnel are kept informed of marketing objectives
- Perform frequent market research and stay updated with current education trends and audience preferences - report monthly to CMO
- Oversee marketing campaigns (on season) and report to CMO



Social Media Marketing Manager Position

Other Responsibilities:

- In addition to the main responsibilities in the marketing field, this role will occasionally have great opportunities to learn more about business development activities such as building client & partner relationship, conducting market research, collaborating with business development leaders on building sales strategy & execution plan, organizing & managing company events

Social Media Marketing Manager Qualifications:

- Experiences with creating content and story-telling, inspirational and meaning driven writing style are a plus.
- Knowledge and experiences of managing social media channels: Website, Facebook, LinkedIn & Instagram, etc. *Please send us sample accounts that you managed*
- Experiences with managing and boosting engagement on facebook community
- Creative, open minded, familiar and updated with trends and news in the job market in the US
- Fast technology adopter
- Graphic design skills, creative video creating skills as must have
- Highly disciplined and meet the deadline is our number one required skill
- Exceptional written skills in English and Vietnamese
- Have winning mindset and hardworking
- Familiar with analyzing digital data on **Google Analytics, Facebook Analytics** and other social media channels.
- Good communicator
- High initiative/self-motivation



Social Media Marketing Manager

Benefits:

- Compensation: 3,500,000 VND per month and additional bonus performance based
- Participation in a world-class professional training of CPI with a value of \$10,000 to help students to pursue dream jobs at prestigious corporations after graduation
- Access to the elite network of successful Vietnamese business leaders in the US and Vietnam that will help maximizing your future career potentials

Application process:

Please send your resume and a short letter explaining why you are interested and qualified for this position to contact@careerpassinstitute.com with the subject **CPI Social Media Marketing Manager Application by December 01, 2019**. Interview will be conducted on rolling basis, first come first served in the first week of December.

As a plus point, please include link(s) of social media pages (Facebook page/group, Instagram, LinkedIn, etc.) you have managed in the past on your resume or cover letter.