



JOB DESCRIPTION

FRESHER DIGITAL MARKETING (PAID MEDIA)

About Qcom

Qcom is a consulting and implementation agency specializing in Brand & E-Commerce Growth Strategy. We help brands achieve sustainable growth through our Data-driven Creativity model - where strategy, data, and creativity converge.

Role Objective

As a Fresher Digital Marketing (Paid Media & SEO), you will directly set up, implement, and manage paid advertising campaigns on Social & Google platforms to drive two core outcomes:

- Brand Awareness & Engagement: increase brand reach and audience interaction across platforms
- Traffic & Conversion: drive qualified traffic and improve conversion performance

- **Working Hours:** 9:00 AM – 6:00 PM, Monday to Friday
- **Probation Period:** Up to 2 months
- **Work Location:** 17 D2 Street, Saigon Mystery Villas, Binh Trung Tay Ward, Ho Chi Minh City
- **Reports To:** Growth Marketing Lead

Key Responsibilities

A. Paid Media (80% - Facebook / TikTok / Google Ads)

- Support the setup and optimization of advertising campaigns across platforms, focusing on Reach / Engagement / Traffic / Conversion objectives aligned with each client's stage.
- Continuously conduct A/B Testing on Content (Text / Image / Video), Target Audience, and Landing Pages to identify best-performing combinations.
- Daily tracking of key metrics: CPM, CPC, CTR, CPA, ROAS, and reporting results to the team leader.
- Research competitor ad strategies to propose new creative ideas and angles.

B. SEO & Content Growth (10%)

- Conduct Keyword Research aligned with the Customer Journey to capture niche market opportunities.
- Implement On-page SEO: optimize page load speed and measure UX/UI user experience.
- Support basic Off-page SEO: build backlinks following established guidelines.
- Monitor keyword rankings and organic traffic via Google Search Console & Google Analytics.

C. Reporting & Collaboration (10%)



- Update performance reports on a regular basis (Weekly / Monthly Reports).
- Collaborate with the Design / Content team to produce creative materials for ad campaigns.

Requirements

- Bachelor's degree (or currently enrolled) in Marketing, Business Administration, Information Technology, or a related field; relevant certifications are a plus.
- Basic knowledge of Digital Marketing: able to distinguish SEO from SEM and understand the structure of a standard ad campaign.
- Prior internship or 3–6 months of experience in a similar role is a significant advantage.
- Basic proficiency with Google Analytics and Google Search Console.

Skills & Competencies

- **Data Mindset:** Enjoy working with data and numbers; make marketing decisions based on insights, not gut feeling
- **Growth Spirit:** Embrace new ideas and experiments without hesitation
- Proactive learner with strong ownership of deadlines and deliverables

What We Offer

- **1-on-1 Mentorship:** Direct training by seasoned professionals with real-world expertise in funnel-based marketing strategies
- **Real-budget Hands-on Practice:** Trusted with actual ad budget to run live campaigns after the probation / training period
- **Expanded Skillset:** Learn to integrate both Paid Media and SEO to generate sustainable overall traffic - not just running ads in isolation
- Young and dynamic agency environment that values creativity and prioritizes measurable results

Contact Information

Contact Person: HR Department

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