



ZALORA... the place where everyone makes a big difference, and have fun while doing so! If that sounds like your kind of company, read on.

ZALORA Vietnam is looking for **Onsite Management Executive**

Please send your CV to careers@vn.zalora.com to own the job now

Job Description:

- This position is charged with understanding and delivering high-quality customer insights and trends across multi-channel devices (Mobile, Desktop, Tablet etc.). It is one of the most crucial roles, which will connect the Marketing, Product/ IT and Production team with a consumer's perspective. Hence, while Commercial Planning is revenue and growth driven, Digital Merchandising should be customer perspective driven – What does the customer want? How does he behave on our site? What stimulates interest for him? And what information is needed to convince him to purchase?
- The role requires a highly energetic, self-motivated and creative individual with strong communication skills who has to be able to analyze and verbalize critical aspects concerning all website communication. To ensure a smooth working relationship with other teams, we require a DM to be proactive and diplomatic when interacting with teams across the venture. Furthermore, this person will develop reporting tools and set up A/B tests, to ensure constant optimization of the site. For this he/ she will be working hand-in-hand with the respective regional function from which he/she will receive learnings and reports.
- In a nutshell, the job is to comprehend and anticipate customers needs and translates them into actions for surrounded teams to ensure that customers who come to our site, no matter through which entry (Landing Page) will have a WoW experience on our site.
- This is why the role requires a confident personality, which can openly voice opinions and suggestions and continuously interact and cooperate with other departments.

Responsibility:

- Champion our brand position and corporate communication at every point of contact with customers
- Generate enthusiasm and inspiration for ZALORA website and brand through optimization initiatives and constant high-quality appearance of website visuals and text, easy navigation and effective user-interface
- Understand customer difficulties and feedback in regular weekly meetings to CP, Onsite, Product/IT and Production
- Generate and share DoubleClick Management and Search report to other teams and departments and follow progress
- Work with Customer Relationship Management Team (CRM) and Social Media Team (SM) to gain more customer reviews and comments for products
- Test and identify new methods in displaying/user navigation/copytext/customers journey in a way that it stimulates more interests and entices customers to make a purchase
- Receive weekly brand and category reports by CP team and take action on giving respective brands/ categories more exposure (including product boosting methods on catalog page)
- Owner of category tree adjustments (Identify demanded product categories, within and outside website, from competitors and stock of current categories online and liaise with Buying team and CP to take action and optimize)
- Generate and share a monthly competitive analysis (including mystery-shopping initiatives)
- Identify and anticipate potential customer journey to get to products they are looking for. Adjust and optimize click-path and categories to provide the easiest route for customers as possible. Create best-in-class experience for the customers)
- Understanding where customers entries on website and which Marketing channel and device they come from and their expectations towards the website content (SEM, SEO and Onsite Search)
- Identify and report on inefficient Landing Pages (high Bounce Rate) by channel and translate marketing objectives into creative strategies and draft up test versions for A/B testing (Landing Page Optimization)
- Create and share weekly reports for Campaign/ Category Landing Pages to initiate action and learning for surrounded teams (Onsite search, Bounce Rate evolvments, LP reports)
- Liaise and connect with regional Account Management team on daily basis and update them about local campaign start and ending – function as the link between local and regional

Requirements:

The role requires an extremely driven and bright individual with good work ethics who is comfortable and credible in dealing not only with visuals but also with numbers and people at various levels across ZALORA Vietnam.

- Passion and interest in Fashion or User-experience Design/Navigation is an absolute must
- Good analytics skills, capable of interpreting data and reports
- Good knowledge and understanding of online marketing data

- Commercial and forward sense of design/style
- Strong sense for User-interface perception
- Strong grasp of marketing concepts and fundamentals with a sense of business
- Proven ability to translate commercial strategies and challenges into clear, customer-friendly lay-out drafts
- Broad understanding of what represents best-in-class on the web and e-commerce
- Discerning eye for composition and web/ mobile friendly design
- Clear passion for customer satisfaction and service industry
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment
- Positive, constructive, and collaborative approach and collaborative, inclusive and flexible team member
- Strong communication skills, interpersonal skills, and presentation skills required
- Bachelor Degree in Marketing/Merchandising/ Business/Design or equivalent
- Strong online retail/fashion editorial experience desired; ecommerce experience ideal
- Experience with design/photoshop is a plus
- Must be a self-starter with an entrepreneurial attitude and with an ability to thrive in a fast-paced, rapidly evolving environment
- A genuine love and interest in the ZALORA brand

What's in it for you?

- Super fun and casual atmosphere
- You have the ability to make an impact – we're a startup and your ideas and efforts matter!
- Significant global career growth opportunities in a fast-growing business
- Opportunity to gain working exposure in 8 Southeast Asian markets
- International mindset, close collaboration with our friendly senior management
- Career Development
- Vietnamese Social Insurance
- Health and Accident Insurance 24/7 for you and your family
- Parking Allowance
- Coffee Corner
- Referral Bonus for everyone
- Passionate, Innovative, Responsive and Adaptive culture
- Young, trendy and dynamic working environment
- You will be working with super star colleagues from local and regional team
- Employee engagement activities
- Join us, we will train and set you up for success

The ZALORA Story

ZALORA Group is Asia's leading group of online fashion destinations. Founded in 2012, the company has a presence in Singapore, Indonesia, Malaysia & Brunei, the Philippines, Thailand, Vietnam and Hong Kong where it operates as ZALORA and in Australia and New Zealand where it operates as THE ICONIC. Employing more than 2,000 people in 9 countries, ZALORA Group's localised sites offer an extensive collection of top international and local

brands and products across apparel, shoes, accessories, and beauty categories for men and women.

ZALORA Group has been redefining online fashion throughout Asia by providing the very best in high-street style and trends, innovative technology and customer service.

In 2015, ZALORA became part of The Global Fashion Group (GFG), the world's leading fashion group for emerging markets. GFG operates across 5 regions covering 27 countries through ZALORA, Dafiti, Lamoda, Namshi and Jabong, catering to the fashion needs of 2.5 billion people.

ZALORA Vietnam is looking for **PR Executive**

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Job description: The role of a Public Relations Executive is the key to our success in the coming years as we're increasingly investing in our Brand and want to spread the reach of ZALORA.

Your work will be contribute to increasing new customers, revenue, and the evolution of the Brand in the market, and it will shape our Brand recognition amongst media, key thought leaders and our target customers.

- Own the brand, its meaning, its associations, its weaknesses and strengths
- Develop, execute and report on the PR strategy, coordinating with regional PR team and across all marketing channels to ensure its effectiveness and maximizing outcome
- Determine monthly and quarterly projects and targets together with PR Manager, which you will co-lead and execute
- Coordinate with other functions and channels (internal resources), in order to trade assets with partners and negotiate assets back for ZALORA teams, such as SEO backlinks, reward programs, prizes, benefits for customers, PR coverage, sponsorship etc.
- Assist PR Manager in planning and executing all mass media initiatives: TVC, Print Ad, Billboards, Radio
- Assist PR Manager in maintaining and growing relationships with media and influencers to enable the awareness of ZALORA
- Understand the ZALORA customers - Develop the right communication strategy, internally and externally, be able to share a consistent message with public
- Events & Sponsorship, e.g. TV shows, Fashion events, Showroom openings, press-conferences, etc.
- Articles/ Editorials
- Business related (e.g. funding, manager profile, e-commerce related...)
- News (e.g. launch of new brand, new office, fashion show news...)
- TV/Radio, e.g. in-person interviews with ZALORA managers, employees, documentaries or general interviews. This includes also press training to others, speech writing and interview prepping
- Corporate Social Responsibility (CSR), e.g. working with charities on different programs, build PR plan around CSR activities of ZALORA
- Corporate Communication (internal and external), e.g. ZALORA welcome package for new employees, on-boarding guide, press-kits for media/ partners; including all communication within company such as internal newsletter, and other external material
- Business relationship management, maintain and build strong ties with business related partners and influencers to help business development

Requirements: The role requires an extremely driven and bright individual with good work ethics who is comfortable and credible in dealing with numbers and people at various levels across ZALORA and external service providers and/or stakeholders. We're looking for a PR-minded person, who seizes any opportunity to put ZALORA into the spotlight, who has a 6th sense of spinning the story the right way, and someone who represents us as a personality and embodies all our values.

- BA degree in Commerce, Business Administration, Marketing, Communication, Sales or any related fields
- At least 1-2 years working experience and previous working within media buying, online marketing, direct marketing or e-commerce company is highly preferable
- Strong network in publication and Fashion and Start-up industry
- Internet savvy and passionate about E-commerce and Fashion
- A natural leader who's a self-motivated team player and wants to learn
- Excellent sense of design and attention to detail
- Advanced knowledge in Microsoft Office (especially Power Point)
- Resilient, performance driven individual, able to deal with stress and changes
- Confident, outgoing personality with good negotiation skills, comfortable approaching new people outside own network
- Excellent communication and presentation skills, both verbal and written
- Well organized and good administrative skills, can multi-task
- Self-disciplined, able to work with tight deadlines
- Strong business acumen, able to entice partners and clients with business opportunities revolving around ZALORA
- Creative and pro-active, pushes ideas and constantly re-evaluates existing structures

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We are now looking for **Customer Relationship Management (CRM) Intern**

- Customer Relationship Management (CRM) is a channel within Online Marketing, goal to manage customer base to achieve customer conversion and customer retention including email marketing and mobile marketing (SMS and Apps notifications).
- Execution of CRM campaigns
- Campaign planning & execution: Responsible for conceptualizing & managing a diverse range of customer conversion & retention campaigns & initiatives
- Generate ideas & explore ideas
- Oversee the creative & production processes
- Campaign analysis and propose actions
- Draw insights & present results clearly (to facilitate sound decision making on next steps)
- Special projects: Participate in a variety of special projects both at local and regional scale
- Customer focus: Work with other departments outside of Marketing including Product Management, Customer Service, Customer Experience and Operations.

Requirements:

- Data driven, strong analytical, technical and mathematical abilities
- Understand core of customer relationship
- Effective verbal & written communication internally & externally
- Experience in producing creative content is a plus
- Quick learner, organized and detail-oriented
- Hard-working, can-do attitude and proven leadership

WHY ZALORA?

- Super fun and inspiring atmosphere
- You have the ability to make an impact – we're a startup and your ideas and efforts matter!
- Significant global career growth opportunities in a fast-growing business
- Opportunity to gain working exposure in 11 Southeast Asian markets
- International mindset, close collaboration with our friendly senior management
- Career Development
- Parking Allowance
- Coffee Corner
- Referral Bonus for everyone
- Passionate, Innovative, Responsive and Adaptive culture
- Young, trendy and dynamic working environment
- You will be working with super star colleagues from local and regional team
- Employee engagement activities
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THE ZALORA VALUES

We are Customer-centred

We know that the business is not just about us. We seek what is best for our customers, the life blood of our business.

We act like Owners

By embracing ownership we adopt entrepreneurial thinking and behaviour.

We strive for Excellence

We are tenacious in pursuing greatness in our work and we have an insatiable thirst to always be the best in what we do.

We keep innovating

We are encouraged to challenge ourselves and each other, and to challenge prevailing assumptions when warranted and suggest better approaches when needed to advance innovation.

We maintain Unwavering Integrity

We are straightforward and transparent in all our collaboration. Above all we see honesty and integrity as the bedrock of any stakeholder relationship.

We work and have fun as a Team

Endeavouring to be the best is a lot of work and by working together as a TEAM we do things better, faster and accomplish bigger things. Above all we provide an environment that is fun to help bring out the best in every ZALORIAN.

ZALORA Vietnam is looking for **Campaign-Onsite Management (COM) Intern**

Report to : Campaign Manager - Marketing Department

Location : ZALORA Office, 2nd Floor, 12 Ton Dan Street, District 4, Ho Chi Minh City

Allowance : 3,500,000VND per month

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Job Description:

- The Campaign-Onsite Management Intern (COM Intern) operates within the Commercial Planning team, and reports directly to the Campaign Manager who overlooks the campaign development and web/ campaign analytics as well as guides the COM INTERN on every project.
In this role he/ she will be responsible for providing support to CM (campaign management) and OM (onsite management) team in banners uploading, landing pages preparation and website improvement.
- We are seeking for those who are having ability to manage multiple priorities and meet deadlines in a fast-paced environment. He/she will be required to have strong communication skills, interpersonal skills and high commitment.
- Generate enthusiasm and inspiration for ZALORA website and brand through optimization initiatives and constant high-quality appearance of website visuals and text, easy navigation and effective user-interface
- Ensure weekly onsite banners are properly lived by Making sure the banner naming are done correctly
- Uploading onsite banners onto the system and getting them lived on time doing revision to avoid any problem might occur.
- Landing page creation
- Google Analytics Events tracking
- Base on weekly brand and category reports to suggest giving respective brands/ categories more exposure
- Other tasks to be required from OM and CM.

Requirements:

The role requires an extremely driven and bright individual with good work ethics who is comfortable and credible in dealing not only with visuals but also with numbers and people at various levels across ZALORA Vietnam.

- Passion and interest in Fashion or User-experience Design is an absolute must
- Good analytics skills, capable of interpreting data and reports
- Good knowledge and understanding of online marketing data
- Commercial and forward sense of design/style
- Strong sense for User-interface perception
- Strong grasp of marketing concepts and fundamentals
- Proven ability to translate commercial strategies and challenges into clear, customer-friendly lay-out drafts
- Broad understanding of what represents best-in-class on the web and e-commerce
- Discerning eye for composition and web/ mobile friendly design
- Clear passion for customer satisfaction and service industry
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment

- Positive, constructive, and collaborative approach and collaborative, inclusive and flexible team member
- Strong communication skills, interpersonal skills, and presentation skills required
- Bachelor Degree in Marketing/Merchandising/ Design or equivalent
- Strong online retail/fashion editorial experience desired; ecommerce experience ideal
- Must be a self-starter with an entrepreneurial attitude and with an ability to thrive in a fast-paced, rapidly evolving environment
- A genuine love and interest in the ZALORA brand
- Candidates with coding background (html/css) is a plus