

Blog Manager – Global Creative Team, HCMC, Vietnam

mClinica is a fast growing impact-driven healthcare technology company, focused on advancing healthcare for hundreds of millions of people across Asia. We help the biggest Pharmaceutical Companies in the World, Governments and NGOs navigate in southeast Asia's emerging markets.

At mClinica we value people that take initiative and reward them with significant responsibility and the ability to directly impact our business globally. We are now looking for a Blog Manager, passionate about writing engaging articles on a wide variety of topics.

Your tasks and responsibilities:

- Write high-quality articles for mClinica's blog on health-related lifestyle as well as technical topics.
- Work with different teams in producing engaging content.
- Provide feedback to other writers and contributors.
- Optimizing content for user engagement, search engines and other KPIs.
- Contributing to other content projects, such as website and app content as well as research publications.
- Growing blog subscribers, converting visitors into leads, and expanding our blog's overall reach.

Your Profile

- Desire to learn – attitude is by far the most important. You need to have a deep desire to learn about subject matters you may have little knowledge / expertise in.
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content.
- Verbal and written proficiency in English and Vietnamese.
- Minimum 1 year experience in content creation and/or marketing.
- You are easy to work with, flexible to changes, able to work under pressure and can turn around projects quickly.

What You Can Expect from Us

- **Significant career growth opportunities** in a fast-growing international business based in HCMC.
- **Competitive compensation.**
- **Challenging and diverse international assignments** along with direct responsibilities.
- **Fun & casual working environment** in an international team.
- **Starting date:** As soon as possible.

Apply

If you are interested in this position and would like to become part of the mClinica team, please e-mail careers@mclinica.com (Subject: Blog Manager) with your resume and portfolio.