

About Urbanland Asia:

Urbanland Asia is a real estate developer based in Cambodia with primary focus on high-rise residential buildings, office towers and hotel resorts. We are very committed to design and build buildings of highest quality and design. Urbanland's team is young, vibrant and passionate about the future development of real estate sector in the Kingdom.

Urbanland is GROWING and we are now looking for aspiring individuals to be part of the Urbanland family for the following position based in Phnom Penh.

Content Writer (1 position)**Position Summary:**

Reporting to Marketing Managers, This Role is responsible for developing and implementing Urbanland's Social Media strategy in order to increase brand awareness and improve Marketing and Sales efforts. As part of the Sales and Marketing team, the Content Writer will design online content to engage users and create an interactive relationship between consumers and Urbanland. He/she identifies new digital trends and best practices, as well as collects and reviews social media data to develop more effective campaigns.

Key Responsibilities:

- Develop, implement and manage Urbanland and its projects social media strategy
- Create **written** content for both online and offline campaigns in English and Khmer
- Copywriting for email marketing campaigns
- Define important social media KPIs
- Manage and oversee social media content including corporate blog, Facebook, LinkedIn, Instagram and other online channels
- Reply to enquiries from and engage with social media fans/followers
- Social media monthly reporting
- Measure the success of every social media and online campaign
- Stay up-to-date with the latest social media best practices and technologies
- Work with graphic designer to ensure content is informative and appealing
- Collaborate with Sales and Marketing teams
- Monitor user engagement and suggest content optimization. Communicate with industry professionals and influencers via social media to create a strong network
- Provide constructive feedback
- Attend educational conferences.

Position Requirements:

- Ideally a degree in Journalism/Communications/ Marketing or relevant field
- Experience writing extensively in English and Khmer
- Minimum 2-3 years' experience in a similar role
- Understanding of customer segmentation
- Strong and confident communicator
- A critical thinker and problem-solving skills
- Team player
- Drive, motivation and enthusiasm
- The ability to work well under pressure and towards a deadline
- Attention to detail



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- Has a sense of style and good eye for design/aesthetics
- Microsoft Office competency (Word, Excel, Power Point, email)
- English language
- Khmer language
- Editing and writing skills
- Speaking skills. Mainly deployed internally. The need to explain coherently to others, who may not be familiar with how social media works and what their marketing application is.
- Social Media KPIs. Good understanding.
- Social Media best practices. Sound knowledge of Facebook, LinkedIn, Instagram, and other social media best practices.
- Project management. Good at handling time-sensitive projects and working to deadlines.

How to apply

If you are ready for an exciting career with an award-winning property developer, please email your resume to joinus@urbanlandasia.com. Only shortlisted candidates will be contacted.

Amazing perks! Health benefits, education, time off, social good, a cool office in CBD Phnom Penh, and lots more cool stuff.

- **Office Address:** 1F - 01, Raintree, #299 Preah Ang Duong, Daun Penh, Phnom Penh, Cambodia
- **Phone contact:** [+855] 23 900 871
- **Email:** joinus@urbanlandasia.com
- **Website:** www.urbanlandasia.com

Closing date: