



Junior Copywriter and Social Media Manager

Job Title: Junior Copywriter & Social Media Manager

Company: Leco Studio

Location: HCMC, Vietnam

Type: Full-time

About Leco Studio:

Leco Studio is a game development studio focused on creating immersive gaming experiences on Roblox. We're looking for a creative Junior Copywriter & Social Media Manager to help shape our brand's voice, grow our online presence and attract more players to our games.

Job Description:

As a Junior Copywriter & Social Media Manager, you'll create engaging content for social media, blogs, and marketing materials, while managing our social media channels. You'll play a key role in building our online community, growing our brand, and driving players to our games.

Key Responsibilities:

- Write engaging copy for social media, blogs, newsletters, and marketing.
- Manage content and schedules across platforms (X, Instagram, TikTok, etc.).
- Engage with followers and build positive community relationships.
- Collaborate with the marketing and design teams on content strategy.
- Stay up-to-date on gaming trends and social media best practices.

Qualifications:

- Excellent English communication skills
- Strong writing skills and attention to detail.

- Passion for gaming and familiarity with gaming culture.
- Creative mindset with the ability to work independently and as part of a team.

Bonus:

- Experience with content creation (video, graphic, animation) is a plus.
- Familiarity with game development or prior gaming industry experience.
- A regular Roblox / Fornite / Minecraft player

Benefits

- Exciting and fast growing company
- International leadership
- Opportunity to work on exciting games.
- Collaborative and supportive work environment.
- Opportunities for professional growth and development.