



KY NGUYEN VANG SERVICE TRADE CO., LTD

Address: Floor 5, Tuoi Tre Tower, 60A Hoang Van Thu St, W.9, Phu Nhuan Dist, HCMC

Tel: (+84 28) 3 9975721- 3 9976956

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Invitation From Ky Nguyen Vang Consulting

MÔ TẢ CÔNG VIỆC



POSITION: MARKETING DIRECTOR

Reporting to General Director

Salary: Negotiate

Job Description

Job Summary

- Managing and coordinating the company marketing online and offline activities.
- Developing and maintaining yearly marketing plans and budgets to meet agreed company objectives.
- Managing and developing the company website and other social media platforms.

Main duties

- Organizing and leading the marketing team in 3 areas: online MKT, offline MKT and PR/Event.
- Scheduling all marketing activities based on the approved yearly budget and plan, ensure in time and quality delivery.
- Planning and implementing promotional, online and print marketing campaigns.
- Monitoring and reporting on effectiveness of PR, Events and marketing communications.
- Working closely with the domestic channels for planning and implementing all marketing activities.
- Protecting our brand, product brands and trademarks. If illegally copied or used, report to BOD.
- Carrying out regular market research to see how our market share is developing as well as competitors' activities.
- Maintaining effective internal communications to ensure that all relevant departments are kept informed of marketing objectives.
- Identifying new sales opportunities and provide sales support.
- Working with the third parties for quality delivery of materials and services in support of marketing.

Scope of responsibilities

- Demonstrate the ability to interact and cooperate with all company employees.



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- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
 - Maintain professional internal and external relationships that meet company core values.
 - Proactively establish and maintain effective working team relationships with all support departments.
- **Work time: Monday – Saturday**
- **Work location: Binh Thanh District, HCMC**

