

JOB DESCRIPTION

Position: MARKETING MANAGER

JOB PURPOSE:

The Marketing Manager will be responsible for developing and executing comprehensive marketing strategies to enhance Vinaliving's brand presence and support the sales team's performance. This role involves close collaboration with internal departments and external agencies to create impactful branding & marketing collateral and marketing communication campaigns.

LEVEL: Manager

REPORTING LINE: Marketing & Sales Director

KEY RESPONSIBILITIES AND ACCOUNTABILITIES:

- Develop and maintain Vinaliving's corporate branding collateral, ensuring consistency across all platforms.
- Create and implement project-specific branding strategies to effectively position Vinaliving's projects in the market.
- Oversee the development of visual assets, including photography and 3D renderings/ CGIs, to support marketing initiatives.
- Collaborate with the sales team to produce high-quality marketing materials/tools for various projects, including scale models, brochures, presentations, and digital assets etc that enhance brand awareness and facilitate sales performance.
- Lead and manage the marketing team, providing guidance and support to achieve campaign objectives.
- Plan and execute branding and marketing communication campaigns to introduce and launch Vinaliving's brand and projects.

QUALIFICATIONS:

Required Skills & Qualifications:

1. Education:
 - Bachelor's degree in marketing, business administration, economics or related field.
2. Experience:
 - Minimum of 5 years of experience in real estate sales, with at least 2 years in a management position.
 - Proven experience in luxury/high-end property development or the hospitality sector is highly preferred.
 - Strong organizational skills with attention to detail.
 - Excellent interpersonal and communication skills.
 - Effective time management abilities to handle multiple projects simultaneously.
3. Skills:
 - Positive thinking and a result-oriented mindset.
 - Team player with strong collaborative skills.
 - Excellent problem-solving abilities.
 - High level of integrity and professionalism.
 - High level of integrity and professionalism.
4. Key Performance Indicators (KPIs):