

<b>JOB TITLE/ Chức danh:</b> <b>HEAD OF MARKETING</b>	<b>Division/ Khối:</b>
<b>This Position Reports to</b> <i>Báo cáo cho:</i> <ul style="list-style-type: none"> <li>CEO</li> </ul>	<b>Positions Reporting to this Position</b> <i>Nhận báo cáo từ:</i>
<b>Summary of Duties/ Tóm tắt nhiệm vụ</b> <p>Be responsible for developing and executing comprehensive marketing strategies to enhance company'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 &amp; marketing collateral and marketing communication campaigns.</p>	
<b>General Scope/ Phạm vi trách nhiệm</b>	
<b>Job Descriptions/ Mô tả công việc</b> <ul style="list-style-type: none"> <li>Develop and maintain company's corporate branding collateral, ensuring consistency across all platforms.</li> <li>Create and implement project-specific branding strategies to effectively position Company's projects in the market.</li> <li>Set marketing goals and budgets, and track performance against key metrics.</li> <li>Oversee the development of visual assets, including photography and 3D renderings/ CGIs, to support marketing initiatives.</li> <li>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.</li> <li>Lead and manage the marketing team, providing guidance and support to achieve campaign objectives.</li> <li>Plan and execute branding and marketing communication campaigns to introduce and launch Company's brand and projects.</li> <li>Prepare reports and presentations to communicate marketing results.</li> <li>Represent the company at industry events and conferences.</li> <li>Other duties are assigned.</li> </ul>	
<b>Essential Qualifications/ Trình độ chuyên môn</b> <ul style="list-style-type: none"> <li>Bachelor's degree in marketing, business administration, economics or related field</li> <li>Minimum of 7 years of experience in real estate sales, with at least 5 years in a management position.</li> </ul>	<b>Essential Attributes (Knowledge/skills requirements)/ Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu)</b> <ul style="list-style-type: none"> <li>➤ <b>Knowledge:</b> <ul style="list-style-type: none"> <li>Proficient in project management</li> <li>Extensive experience in leadership and administration</li> <li>A solid understanding of marketing principles, channels, and best practices.</li> <li>Strong organizational skills with attention to detail.</li> <li>Excellent interpersonal and communication skills.</li> <li>Effective time management abilities to handle multiple projects simultaneously.</li> </ul> </li> <li>➤ <b>Skills:</b> <ul style="list-style-type: none"> <li>Positive thinking and a result-oriented mindset.</li> <li>Team player with strong collaborative skills.</li> </ul> </li> </ul>

- Excellent problem-solving abilities.
- High level of integrity and professionalism.

**Approval/ Phê duyệt**

**Accepted by/Chấp nhận**

-----

-

Date/Ngày:

<b>BENEFIT/ Lương, thưởng, đãi ngộ:</b> <ul style="list-style-type: none"> <li>Salary: up to 100mil</li> </ul>	<b>WORK PLACE/ Địa điểm làm việc:</b> <ul style="list-style-type: none"> <li>HCM city, Vietnam</li> </ul>
<b>Level</b> <ul style="list-style-type: none"> <li>Level:</li> </ul>	<b>Industry/ Ngành nghề:</b> <ul style="list-style-type: none"> <li>Real Estate Development</li> </ul>
<b>Team size</b> <ul style="list-style-type: none"> <li></li> </ul>	<b>Language/ Ngôn ngữ:</b> <ul style="list-style-type: none"> <li>English</li> </ul>
<b>Ghi chú cho người giới thiệu (quan trọng)</b> <ul style="list-style-type: none"> <li>Yêu cầu <b>BẢO MẬT</b> vị trí</li> <li>Yêu cầu: <ul style="list-style-type: none"> <li>Mạnh về Project</li> <li>Có kinh nghiệm cứng về quản lý</li> </ul> </li> <li>Quản lý toàn bộ đội Designer (2 người), Truyền thông (1), MKT executive (2), Digital (partnering với phòng BD - 2 người)</li> </ul>	