

<b>JOB TITLE/ Chức danh:</b> <b>MANAGER, STRATEGY DEVELOPMENT &amp; MARKETING</b>	<b>Division/ Khối:</b>
<b>This Position Reports to</b> <i>Báo cáo cho:</i> <ul style="list-style-type: none"> <li>Director, Strategy Development &amp; Marketing</li> </ul>	<b>Positions Reporting to this Position</b> <i>Nhận báo cáo từ:</i> <ul style="list-style-type: none"> <li>SD team (2 Assistant Manager, 1 Executive)</li> <li>MKT team (1 Manager - bạn này sẽ report cho vị trí đang tuyển, 1 Assistant Manager, 4 Executive)</li> </ul>
<b>Summary of Duties/ Tóm tắt nhiệm vụ</b> <p>Lead the Marketing &amp; Strategy Development team of the Company and oversee all related functions under the department such as sales, marketing, strategy planning.</p>	
<b>General Scope/ Phạm vi trách nhiệm</b>	
<b>Job Descriptions/ Mô tả công việc</b> <ol style="list-style-type: none"> <li> <b>Strategy Development (Market Intelligence)</b> <ul style="list-style-type: none"> <li>Conduct market research when necessary to support the department and the company at different stages of projects.</li> <li>Provide market intel in-puts for new developments.</li> <li>Work with brand consultants in developing strategies and build the brand's awareness/credibility.</li> <li>Propose sales and marketing strategies to achieve sales targets and the company's objectives.</li> <li>Provide training, support and coaching to subordinates.</li> <li>Support execution of all matters relating to Sales &amp; Marketing strategies, including internal approvals, reporting, sales program formulation, project budget planning and forecasting etc.</li> <li>Actively work with internal departments for efficient execution of strategies.</li> <li>Identify market segments through market research, in order to formulate and implement our advertising and promotion campaigns.</li> <li>Active involvement in the co-ordination and execution of sales launches.</li> <li>Follow and implement the Environmental Management System (ISO 14001) and the Environment, Health and Safety Management System of the Company.</li> </ul> </li> <li> <b>Marketing</b> <ul style="list-style-type: none"> <li>Developing brand strategies and manage marketing campaigns across online &amp; offline platforms ensuring to reach right target audiences, meet their expectations and build the brand's awareness/credibility.</li> <li>Taking lead in engagement and communication with vendors (consultants, media/event agencies, production house, suppliers, etc); plus colleagues across multiple departments.</li> <li>Organizing events such as project launches, openings; video/photo shoots and other joint-marketing activities.</li> <li>Setting up and maintaining of Sales Galleries, Show Units, Mock-up Units, Sales Offices, etc with high standards for smooth operations and innovative customers' experience.</li> <li>Take lead in engagement and communication with vendors (security, cleaning, pest control, scent air, landscaping, etc); plus colleagues across multiple departments.</li> </ul> </li> </ol>	

<p><b>Essential Qualifications/ Trình độ chuyên môn</b></p> <ul style="list-style-type: none"> <li>• Having 8 - 10 years' experience, in which: <ul style="list-style-type: none"> <li>+ Relevant experience in sales &amp; marketing and;</li> <li>+ Managerial experience with credible real estate developers or international property consultants.</li> </ul> </li> </ul>	<p><b>Essential Attributes (Knowledge/skills requirements)/ Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu)</b></p> <ul style="list-style-type: none"> <li>➤ <b>Willing to travel</b></li> <li>➤ <b>Knowledge:</b> <ul style="list-style-type: none"> <li>• Experience with a large-scale developer or leading agency is an advantage.</li> </ul> </li> <li>➤ <b>Skills:</b> <ul style="list-style-type: none"> <li>• Excellent communication skills in both spoken and written English.</li> <li>• Good leadership and management skills.</li> <li>• Strong PR and presentation skills.</li> <li>• Goal-driven individual and strong team player, with influence to develop and empower other team members.</li> <li>• Good working attitude and ability to maintain a high level of professionalism, integrity, initiative and excellent interpersonal skills in a high-pressure environment.</li> </ul> </li> </ul>
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**Approval/ Phê duyệt**

**Accepted by/Chấp nhận**

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Date/Ngày: