

JOB TITLE/ Chức danh: SENIOR MANAGER, STRATEGY DEVELOPMENT & MARKETING	Division/ Khối:
This Position Reports to <i>Báo cáo cho:</i> Director, Strategy Development & Marketing	Positions Reporting to this Position <i>Nhận báo cáo từ:</i>
Summary of Duties/ Tóm tắt nhiệm vụ Lead the Marketing & Strategy Development team of the Company and oversee all related functions under the department such as sales, marketing, strategy planning.	
General Scope/ Phạm vi trách nhiệm	
Job Descriptions/ Mô tả công việc Strategy Development (Market Intelligence) - Conduct market research when necessary to support the department and the company at different stages of projects. - Provide market intel in-puts for new developments. - Work with brand consultants in developing strategies and build the brand's awareness/credibility. - Propose sales and marketing strategies to achieve sales targets and the company's objectives. - Provide training, support and coaching to subordinates. - Support execution of all matters relating to Sales & Marketing strategies, including internal approvals, reporting, sales program formulation, project budget planning and forecasting etc. - Actively work with internal departments for efficient execution of strategies. - Identify market segments through market research, in order to formulate and implement our advertising and promotion campaigns. - Active involvement in the co-ordination and execution of sales launches. - Follow and implement the Environmental Management System (ISO 14001) and the Environment, Health and Safety Management System of the Company. Marketing - Developing brand strategies and manage marketing campaigns across online & offline platforms ensuring to reach right target audiences, meet their expectations and build the brand's awareness/credibility. - Taking lead in engagement and communication with vendors (consultants, media/event agencies, production house, suppliers, etc); plus colleagues across multiple departments. - Organizing events such as project launches, openings; video/photo shoots and other joint-marketing activities. - 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. - Take lead in engagement and communication with vendors (security, cleaning, pest control, scent air, landscaping, etc); plus colleagues across multiple departments.	

Essential Qualifications/ Trình độ chuyên môn • Having 8 - 10 years' experience, in which: + Relevant experience in sales & marketing and; + Managerial experience with credible real estate developers or international property consultants.	Essential Attributes (Knowledge/skills requirements)/ Những yêu cầu cơ bản (Kiến thức/kỹ năng yêu cầu) ➤ Willing to travel ➤ Knowledge: • Experience with a large-scale developer or leading agency is an advantage. ➤ Skills: • Excellent communication skills in both spoken and written English. • Good leadership and management skills. • Strong PR and presentation skills. • Goal-driven individual and strong team player, with influence to develop and empower other team members. • Good working attitude and ability to maintain a high level of professionalism, integrity, initiative and excellent interpersonal skills in a high-pressure environment.
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Approval/ Phê duyệt

Accepted by/Chấp nhận

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Date/Ngày:

BENEFIT/ Lương, thưởng, đãi ngộ: Competitive and negotiable salary based on interview performance and relevant experience. <u>BENEFITS:</u> • Competitive Salary and a guaranteed 13th-month salary. • Annual variable bonus and performance-based salary reviews. • Comprehensive Health & Wellness Scheme. • Bao Viet Insurance for staff and dependents. • Worldwide top-up insurance (excluding the U.S.) for staff . • 17 days of annual leave plus 3 days for family events. • Continuous learning and development through in-house and on-the-job training.	WORK PLACE/ Địa điểm làm việc: • Thành phố Hồ Chí Minh
Level • Level:	Industry/ Ngành nghề: • Real estate developer
Team size •	Language/ Ngôn ngữ: • English
Ghi chú cho người giới thiệu (quan trọng) • Giới tính: Không yêu cầu • Độ tuổi: Dưới 50 • Kinh nghiệm: Theo yêu cầu trong JD và có kinh nghiệm làm việc tại các công ty Bất động sản là chủ đầu tư nước ngoài.	