

JOB POSITION: MARKETING DIRECTOR

Job Details

Reference Number:

Job Title:

Division:

TTG Holding Core Unit

Primary Area of Responsibility:

Real Estate

Secondary Area of Responsibility:

Hospitality & Agriculture

Location:

TTG HQ, Ho Chi Minh City

Role Summary:

A MARKETING DIRECTOR is responsible for overseeing the planning, development and execution of an organization's marketing and advertising initiatives. Reporting directly to the chief executive officer, the MARKETING DIRECTOR's primary responsibility is to generate revenue by increasing sales through successful marketing for the entire organization, using market research, pricing, product marketing, marketing communications, advertising and public relations.

In many cases, the MARKETING DIRECTOR role is expanded to include sales management, new business development, product development, distribution channel management and customer service. The MARKETING DIRECTOR ensures the organization's message is distributed across channels and to targeted audiences in order to meet sales objectives. Today, this means seeking out new ways to deliver messaging, such as mobile platforms, video and social media.

Key Responsibilities

Product Envisioning, Positioning and Re-positioning through Marketing

- Partner with CEO to strategically develop company, forecast company growth and establish product position for sustainable sales
- Direct specific arms of organization such as business development, the marketing team, which includes the communication manager, visual design and the online marketing manager.
- Develop a marketing strategy for the organization and for new and existing products or services
- Oversee the implementation of the marketing strategy
- Interpret business intelligence to determine the impact of cost of sales, cost of marketing and overhead on profitability
- Responsible for profitability of assigned areas. Plan initiatives for assigned areas and drive across the company from start to finish
- Spot opportunities in the market and drive growth of the business

Customer Experience Champion

- Research the experience of the customer in interacting with the organization and drive improvements
- Drive change across the organization with regard to elements such as social media or digitization
- Build brand awareness and ensure that all communications align with the brand all touch points
- Build a marketing team and mentor them to ensure the vision for Customer Experience is delivered throughout all touch points

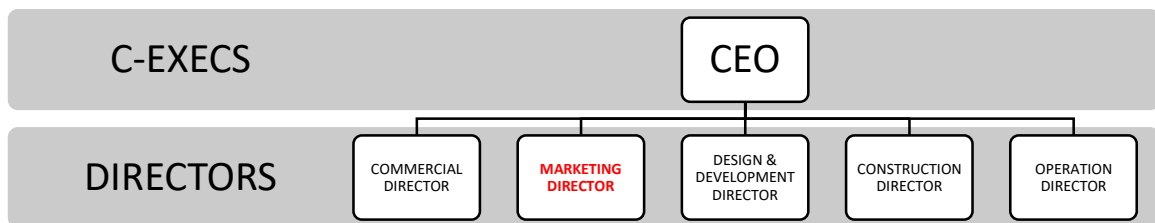
Marketing 3.0 – Data-driven Marketer

- Acquire reliable and comprehensive data on sales and customer experience from different departments
- Use CRM (Customer Relationship Management) systems
- Drive investment in digital marketing and roll out technological upgrades
- Establish the marketing budget and track return on investment. Set KPIs and report to the board on progress. Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Commission market research and understand how markets are changing
- Utilise data for marketing campaigns, interrogating the organization's databases and external data
- Communicate regularly with other departments and executives, reporting on marketing activity. With other senior executives, identify new business opportunities. Use analytics to drive product development

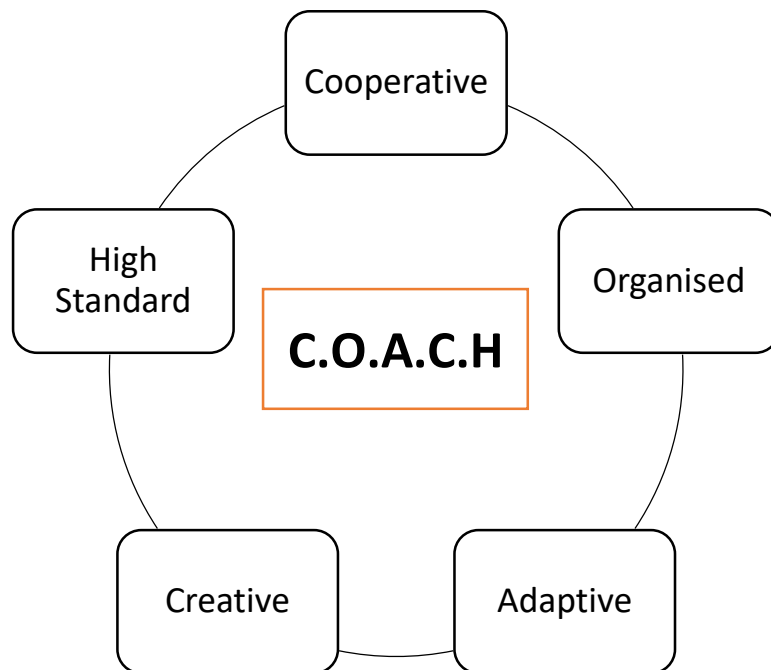
Focus areas of Responsibilities

- Product Envisioning, Positioning & Repositioning - 50%
- Customer Experience Champion - 30%
- Data-driven Marketer - 10%
- People Management & Improvement - 10%

Organization Positioning



General Core Competencies for TTG



Cooperative

Works cooperatively and collaboratively with others to achieve collective goals

- Reaches out to colleagues and cooperates with supervisors to establish an overall collaborative working relationship.
- Show commitment to the team's purpose and goals. Follow on your commitments
- Through constant communication and support, empower the whole team to be more productive reach a higher standard.

Organized

Plans ahead and works in a systematic and organized way. Follows directions and procedures.

Focuses on customer satisfaction and delivers a quality service or product to the agreed standards.

- Sets clear objectives, plans activities well in advance and manages time effectively.
- Focuses on customer needs and satisfaction, sets high standards for quality and quantity and consistently achieves set goals.
- Follows instructions and procedures, adheres to schedules and demonstrates commitment to the organization.

Adaptive

Adapts and respond well to change. Manages pressure effectively and copes well with setbacks.

- Adapts to changing circumstances, embraces change, is open to new ideas and deals effectively with ambiguity.
- Works productively in a stressful environment, controls emotions in difficult situations and

handles criticism effectively.

Creative

Works well in situations requiring openness to new ideas and experiences. Seeks out learning opportunities. Handles situations and problems with innovation and creativity. Thinks broadly and strategically. Supports and drives organizational change.

- Learns new tasks quickly, remembers information and gathers data for effective decision-making.
- Produces new ideas and insights, creates innovative products and solutions and seeks opportunities for organizational change and improvement.
- Works strategically to attain organizational goals, develops strategies and takes account of a wide range of issues that impact the organization.

High Standards

Expects personal performance and team performance to be nothing short of the best.

- Shows a high understanding of business, commerce and finance. Seeks opportunities for higher self-development and career advancement.
- Accepts and tackles demanding goals, works longer hours when necessary and identifies opportunities for progressing to more challenging roles.

Role Specific Competencies:

- Referred to ones who is willing to move and set up house in Vietnam.
- Proven experience as **MARKETING DIRECTOR** or similar role
- Demonstrable experience in developing efficient strategies and business plans for all marketing aspects (branding, product promotion etc.)
- Solid understanding of market research and data analysis methods
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital (e.g. press) channels
- Understanding of different business disciplines (IT, finance etc.)
- Proficient in MS Office and business software (e.g. CRM)
- Ability to work independently and as part of a team and matrixed organization, and ability to manage diverse workload and prioritize tasks
- Excellent oral and written communication skills and ability to communicate effectively with internal customers, leadership, business units and with the members of an international team
- A leader with both creative and analytical capabilities
- Outstanding communication (written and verbal) and interpersonal abilities
- BSc/BA in business administration, marketing, communications or relevant field; MSc/MA will be a plus
- Ability to manage multiple projects in a fast-paced, hands-on environment
- Exceptional judgment and the ability to engender immediate trust
- Ability to navigate ambiguity and work with minimal supervision
- Demonstrated organizational skills, attention to detail, and accuracy
- Confidence to state an independent point of view and superior influencing skills
- Creative and common sense approach to decision-making