

## JOB DESCRIPTION

### General Information:

Job Title:	Assistant Marketing Manager
Company Name:	Branch of Indochina Finance and Investment Vietnam (IFI)
Department:	Indochina Properties – <a href="http://www.indochinaproperties.com">www.indochinaproperties.com</a>
Working Location:	Hanoi
Salary:	Negotiable

### Job Summary

Working with the Indochina Capital's Marketing Manager and ICP's Sales and Marketing Departments in all related marketing activities. You will work in a professional environment alongside some of the most respected figures in the real estate industry, taking advantage of Indochina Capital's cross-division synergies in order to support your work mandate.

### Key Responsibilities

- Working with the Marketing Manager to develop Marketing Strategies on a monthly, quarterly and annual basis with the aim of driving property sales in the domestic and international markets;
- Spearheading branding of the division and ensure brand standards are maintained and regularly updated, as well as increasing ICP's brand recognition;
- Executing a wide variety of marketing campaigns that involve direct mail, EDM's, marketing trade shows and events, public relations, media advertisements, promotions, and other marketing plans;
- Executing and analyzing results of all marketing campaigns and regular marketing channels such as website, digital channels, offline channels;

#### PR/MEDIA

- Reviewing and controlling brand identity matters in both ads and marketing collateral, publishing channels, content write-up as well as preventing/correcting the publishing of wrongful information;
- Developing/maintaining relationship with the media and being able to organize/chair press related events such as press conferences, media interviews, familiarization trips, etc.;

#### DIGITAL MARKETING

- Monitoring online blogs and social media for tracking communications related to the brand of a company;
- Plan and develop marketing campaigns for the groups' business units through various integrated communication and marketing channels with a particular focus on digital marketing (including SEO, SEM and SMM);
- Working with digital agencies on SEO/SEM across key markets, coordination, implementation and performance tracking;

#### CONTENT MARKETING

- Coordinating design and production of a wide range of marketing collateral; developing and maintaining sales proposals and collateral, newsletters, brochures, and other materials related to marketing;
- Writing and maintaining content and providing updates to all online media channels; delivering press releases to press and monitoring its outreach;

#### NETWORKS & RELATIONSHIPS

- Assisting in developing synergies with external partners to elevate the company's marketing and for co-branding opportunities for our current projects;
- Interacting and networking with counterparts (media, contractors, events companies) and building relationships with them;

#### OTHER

- Preparing professional presentations, proposals with an eye for layout, content and formatting;

- Planning and managing marketing research efforts;
- Working with customers in developing case studies, references, and testimonials.

**Competencies**

- Excellent English skills, both in verbal and written communication; Proficiency in Chinese and/or Korean is a plus
- Excellent writing, translation and presentation skills with computer proficiency;
- Utmost attention to detail, diligence, sense of responsibility are a must
- Creative, hardworking and team player, able to effectively communicate creative and innovative ideas;
- Prior experience working with media and marketing suppliers (graphic designers, copywriters, etc.);
- Experience in brand marketing, advertising and creative industry; particular knowledge in brand strategy is a plus
- Ability to operate under solid pressure and meet tight deadlines; able to multi-task between projects
- Effective understanding of latest technologies, digital and social media trends locally and internationally and should understand how to apply them in marketing;
- Work collaboratively and effectively as a team member;
- Be self-motivated, confident, energetic, and independent;
- Must be willing to travel frequently in Vietnam and abroad

**Qualifications**

- Experience working in Project Sales and Marketing;
- Bachelor's degree in related field;
- Degree from an accredited institution.