

# The Vietnam Consulting Group

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## PROJECT MARKETING MANAGER

### JOB DESCRIPTION:

The Vietnam Consulting Group (VCG) take parts in many business development and partnership projects with both business and public sectors. The result is that many businesses opportunities have been created and incubated along the way, which need to be developed, documented and followed up until the project realized and marketable into regular business operation. Some of the key projects of the year 2007 include, but not limited to training, consulting, outsourcing, technology... to inside and/or outside the members of the group. Project manager reports directly to the project director. This person is responsible for the successful of marketable project of the company, supporting the stakeholders to manage project operations and coordinate all the marketing dialogues with the market. Maintain personal technical skills and knowledge of latest integrated marketing communication developments, and improving capability to advice company management on short-term and long-term project objectives, policies and actions. Analyze the details of past, present, and expected operations of the project in order to identify development opportunities and areas where improvement is needed. Main duties are included, (but not limited to), as follows:

### Management and advisory

- Responsible for planning, strategy of business and marketing of the project. Build up and promote marketing plans for products and services. Develop and implement strategies with the project director.
- Conduct market research and study clients' real demands to find out solution for marketing and supporting sales department. Extend the market and carry out marketing activities to popularize the trade name, products and services. Identify market opportunities of relevant product sectors and recommend the exploitation of these opportunities.
- Prepare project development briefs, proposals and launch plans for new products. Guide, brief and work with agencies/media-houses in formulating the creativity and media-strategy. Recommend and develop packaging and other display material designs in conjunction with the team and the project director.
- Implement the agreed integrated marketing communication (IMC) strategies and ensure the attainment of the agreed marketing objectives. In conjunction with the project team, formulate and recommend the marketing strategies and objectives of the Operating Plan upon agreed with the project director.
- Implement on all matters concerning the project, especially on any factors crucial to the achievement of short and long-term goals. Has coordinating responsibility with all concerned stakeholders to execute and achieve both the business objectives and Marketing objectives until it is realized as completion and self operating.

### Coordination

- Coordinate with stakeholders for action plans, executions and monitor monthly/yearly benchmark
- Coordinate all activities related to IMC processes and campaigns across the board
- Coordinate the marketing planning, budgeting, procurement of the project
- Coordinate public relation with media, suppliers for IMC execution

### Execution

- Prepare project's IMC Planning Process (MPP). Project tasks, job lists and benchmark to ensure timely move.
  - Makes frequent and timely market visits. Look around and find out the business contacts, customers, suppliers, partners of the projects. Develop and uphold link for the sustain and develop of the project. Identify and decide research requirements and to prepare action-plans from market research studies.
  - Monitor situation of market and activities of competitors. Maintain up-to-date guard books of own and competitors advertising and merchandising materials.
  - Study new knowledge from stakeholders and provide training and motivation to subordinate staffs to help develop an effective product management team. Manage and assign tasks for the team.
  - Recommend and initiate project executions and be responsible for the project development plan until realized according to defined schedule. Cooperate with stakeholders in responsible for complete the project on time until it is marketable and get ready to go public as a regular business operation.
  - Project manager can become trainers, manager, service supplier once the project completed.
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tháng một 27, 2007

**JOB REQUIREMENTS:**

- University degree in Marketing or Business Administration is preferable
- 3 year experience in marketing, advertising, PR and/or brand management
- Experience in project management; good understanding on the local market and consumer behavior
- Excellent communication and presentation skills; good command of English in both written and oral
- Proficiency in Microsoft Office and other business software; capable of office equipments
- Creative & proactive mind; Strong sense of initiative, managerial, and motivational; Strong analytical skill and ability to see the strategic view
- Good teamwork, Good coordination, strong interpersonal, organizational skills. Reputation for sincerity, honesty and reliability.
- Good leadership skills to carry out tasks efficiently and effectively. Ability to work professionally, independently, urgency and pressure tolerance. Ability to manage and prioritize a challenging workload
- Good business ethics and respect confidentiality