



JAC Recruitment

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Vietnam



PR/094788 | Chief Marketing Officer (Travel Industry)

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1541484

Industry

Tourism

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

May 20th, 2025 12:57

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company and Job Overview

JAC's client is a Japanese Travel Agency, looking for a Chief Marketing Officer position.

Location: Ho Chi Minh City

Job Responsibilities

- Develop and implement comprehensive marketing strategies to drive business growth (focus on B2C)
- Integrate digital and business development or marketing and business development initiatives.
- Build and lead a high-performing team to achieve marketing objectives.
- Leverage extensive marketing expertise to significantly expand the business.
- Effectively present and communicate marketing strategies to stakeholders.

Job Requirements

- Bachelor's degree.
- Preferably experienced in consulting services or roles combining digital and business development or marketing and business development.
- Strong intellectual capabilities, leadership qualities, and presentation skills.
- In-depth knowledge of digital marketing, with proven experience or potential to significantly grow a business using digital tools.
- Extensive knowledge of marketing, particularly B2C, with demonstrated experience or potential to significantly grow a business.
- Experience in the travel industry is not required.
- Preference for candidates capable of scaling the business from 10 to 100 rather than from 0 to 10.
- Highly motivated and ambitious, with a strong desire to contribute to significant company growth.
- Experience working or living abroad is advantageous.
- Japanese language proficiency is not required.

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Company Description