



PR/095255 | Marketing Executive-Food

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1561533

Industry

Chemical, Raw Materials

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

October 14th, 2025 10:57

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

JOB RESPONSIBILITIES

Marketing:

- Co-operate tightly with related departments, especially with Sales, R&D, etc., to lead and execute proactive/ reactive works/ innovation days/ on-going and new projects smoothly at affiliate level.
- Market Analysis & Strategy: Conduct in-depth market analyses using tools like Mintel and Euromonitor to continuously evaluate market trends, identify consumer flavor preferences, and pinpoint strategic gaps. Use these insights to formulate compelling commercial and marketing strategies.
- Develop high-impact marketing materials and presentations (PPT/Canva) by using storytelling to convey flavor concepts; and able to travel with sales for presentations as request.

CSI (Consumer Sensory Insights):

- Plan, design and implement local proactive and reactive consumer, product and market research studies to provide creative flavour direction and support strategic and client-based consumer insights projects for Vietnam (e.g., concept tests, consumer language probes, benchmarking studies, awareness and usage, product tests, etc)

- Assist and support CIMR Asia Leader on regional led strategic projects and Vietnam CSI Senior Researcher on local strategic research and setting direction for actionable learning plans for Vietnam.
- Interpret results, provide high quality research output/ communication materials and appropriate recommendations to client groups
- Manage research projects with external research partners
- Leverage on cutting edge qualitative, quantitative consumer and analytical research tools to provide new insights and generate new product and market ideas locally.
- Support development of new methods and global best practices guidelines

JOB REQUIREMENTS

- Degree in Marketing, Consumer/Market Research, Food Science, Sensory Sciences or related area
- Proven experience in a marketing role
- Analytical Skills: Ability to analyze data, understand market trends, and interpret project performance.
- Communication Skills: Strong written and verbal communication in both English and Vietnamese for copy, presentations, and stakeholder engagement.
- Organizational Skills: Good project management and coordination abilities to manage multiple projects and deadlines.
- Creativity: Skill in developing engaging content and innovative marketing ideas.
- Consumer Research Skills: Ability to design and execute qualitative and quantitative consumer and product research studies will be an added advantage.
- Proactive and Independent Working: Ability to work independently and collaboratively with cross-functional teams.
- Team Players
- Proficiency in the Microsoft Office suite, especially PPT.

#LI-JACVN

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Company Description