



PR/095730 | [Exhibition] Marketing Manager

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1591490

Industry

Other

Job Type

Permanent Full-time

Location

United Arab Emirates

Salary

Negotiable, based on experience

Refreshed

May 12th, 2026 10:25

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Location

Hanoi, Vietnam

Company and Job Overview

A global event organisation delivering large-scale international conferences and exhibitions that connect senior stakeholders and drive industry-wide collaboration.

Job Responsibilities

- Lead and roll out marketing activities to promote a major education-focused event in the local market
- Build and implement marketing plans covering pre-event, live event, and post-event phases
- Adapt global marketing strategies to suit local culture, language, and business practices
- Drive attendance and sponsorship interest through multi-channel campaigns
- Coordinate with sales, content, digital, and PR teams to support lead generation efforts
- Manage online and offline marketing assets including websites, email campaigns, social media, and print materials
- Monitor campaign performance, track KPIs, and adjust tactics to improve results
- Oversee localisation of content to ensure consistency and market relevance
- Handle relationships with media partners and support PR activities
- Support event-related marketing logistics such as registration platforms, mobile apps, and networking tools
- Prepare post-event reports and insights to improve future campaigns

Job Requirements

- Bachelor's degree in Marketing or a related field is an advantage
- At least 5 years of experience in marketing at managerial level, preferably within events or exhibitions
- Strong understanding of integrated marketing campaigns and digital marketing channels
- Hands-on experience with CRM systems, email marketing tools, and social media platforms
- Ability to analyse data and turn insights into actionable marketing decisions
Excellent communication skills in English, both written and spoken
- Good project management skills and ability to work under tight deadlines
- Proactive, adaptable, and comfortable working in a fast-paced environment
- Strong stakeholder management and cross-team collaboration skills
- Fluent in English communication

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Company Description