



PR/095983 | Marketing Leader / Manager

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1599226

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

June 26th, 2026 11:03

General Requirements

Minimum Experience Level

Over 3 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 fast-growing IT organization operating in a competitive industry, focused on delivering innovative solutions and expanding its market presence.

Job Responsibilities

- Define and drive overall marketing direction in line with business objectives and growth targets
- Lead the development and rollout of integrated campaigns across both online and offline channels

- Supervise and coach the marketing team to ensure effective execution and continuous capability improvement
- Monitor market dynamics, customer behavior, and competitor activities to refine strategies
- Coordinate closely with Sales and other departments to align go-to-market initiatives and maximize results
- Manage marketing budget allocation and evaluate ROI of key activities
- Oversee brand positioning, ensuring consistent messaging across all communication touchpoints
- Build and maintain relationships with external partners such as agencies, media, and vendors
- Track campaign performance metrics and provide actionable insights for optimization
- Drive innovation by exploring new channels, tools, and approaches to enhance marketing effectiveness

Job Requirements

- Bachelor's degree in Marketing, Business Administration, or related discipline
- Proven experience in a managerial marketing role with a track record of delivering successful campaigns
- Strong leadership capabilities with experience managing and developing a team
- Solid understanding of both digital marketing and traditional marketing practices
- Analytical mindset with the ability to interpret data and translate into strategic actions
- Effective communication and stakeholder management skills
- Ability to work in a fast-paced environment and handle multiple priorities simultaneously
- Proactive, results-driven, and adaptable to changing business needs
- Good command of English (both written and spoken)

Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.

#LI-JACVN

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Company Description