



PR/096003 | Trade Marketing Lead

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1599239

Industry

Education

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

June 26th, 2026 11:03

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Basic

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

OVERVIEW

Location: Hanoi

For a prominent English education provider with over hundreds of English schools and language centers in Asia

JOB RESPONSIBILITIES

- Search, connect, and maintain relationships with suitable partners such as kindergartens, private schools, language centers, skills training centers, and educational communities/associations.
- Propose and implement partnership activities including workshops, webinars, talk shows, demo sessions, professional seminars, and offline events.
- Collaborate with Sales, Content, Design, and subject-matter teams to prepare content, scripts, communication materials, and event forms.

- Manage the organization of workshops/events from planning, inviting guests, coordinating execution, to post-event follow-up.
- Support B2B lead generation from workshops, partners, communities, and seeding activities.
- Work with the sales team to hand over leads, monitor lead quality, and update conversion results.

JOB REQUIREMENTS

- 1+ year of experience in Trade Marketing, Event Marketing, Partnership, Community Marketing, B2B Marketing, or equivalent.
- Strong ability to search for, connect, and work with partners.
- Experience in organizing workshops, webinars, and both online/offline events is an advantage.
- Strong communication skills, proactive attitude, adaptability, and ability to manage timelines and checklists.
- Marketing mindset aligned with lead generation and business support objectives.

BENEFITS

- Salary is negotiable depending on skills and experience
- Full social and health insurance coverage in accordance with regulations.
- Annual leave in accordance to regulations
- Additional bonuses in accordance to company regulations

Due to the volume of applications, only shortlisted candidates will be contacted. Thank you for your interest.
#LI-JACVN

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Company Description