



PR/096227 | Business Development Booking Manager

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1612806

Industry

Other (Trade)

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

September 29th, 2026 08:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

We are looking for a Business Development Booking Manager (Tiktok) to develop partnerships with Creator, KOLs, and KOCs, driving sales growth and brand awareness through livestream and affiliate channels on TikTok Shop.

Responsibilities

- Manage and oversee all operations of the TikTok BD Booking department.
- Develop strategies to build a KOL/KOC/Creator network aligned with brand direction and sales targets.
- Train and manage the BD Booking team to ensure performance and KPI achievement.
- Establish booking processes, manage campaigns, and optimize operational workflows across relevant teams.
- Work directly with major TikTok KOLs/KOCs and MCNs to negotiate partnerships and expand the partner network.

- Monitor Affiliate campaign performance; analyze revenue, GMV, ROI, and conversion metrics.
- Track TikTok trends, the beauty market, and competitor activities to propose growth strategies.

Requirements

- Minimum 2–3 years of experience in TikTok Affiliate, KOL Booking, or Business Development within the Beauty sectors.
- Ability to communicate in English or Chinese.
- Experience managing or leading a team of 8 or more personnel.
- An existing strong network of TikTok KOLs/KOCs/MCNs is a significant advantage.
- Solid understanding of the TikTok Shop model, Affiliate Marketing, and creator campaign operations.
- Professional communication, negotiation, and problem-solving skills.

About the company

Our client is a growing cosmetics company specializing in beauty and personal care products.

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Company Description