

PR/096433 | Senior Marketing & CSI Executive

Job Information

Recruiter
JAC Recruitment Vietnam Co., Ltd

Job ID
1623396

Industry
Chemical, Raw Materials

Job Type
Permanent Full-time

Location
Vietnam

Salary
Negotiable, based on experience

Refreshed
November 17th, 2026 10:28

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

Our client is seeking a Senior Marketing & CSI Executive to lead market intelligence initiatives, consumer research, and strategic marketing programs that drive Vietnam business growth and product innovation. This position acts as a strategic partner to Sales and R&D, translating complex market dynamics, consumer behaviors and sensory data into high-impact commercial opportunities, actionable flavor/ product concepts, and strategic client solutions.

Responsibilities

Marketing:

- Drive Strategic Initiatives: Lead and execute proactive commercial workshops, innovation days, and strategic flavour projects in close collaboration with Sales, R&D, and regional counterparts.
- Market & Trend Leadership: Conduct high-level strategic analyses using market intelligence platforms (Mintel, Euromonitor etc) to identify emerging macro-trends, white spaces, and consumer flavour preferences. Translate data into actionable market strategies and commercial flavour/ concepts proposals
- Concept Storytelling & Client Engagement

- Product Knowledge Management: Manage the strategic entry of new product launches into internal databases and co-lead comprehensive tasting and evaluation sessions for competitive benchmarkings and client prototypes.

CSI (Consumer Sensory Insights):

- End-to-End Research Ownership: Design, manage, and execute local quantitative and qualitative consumer and sensory research studies for Vietnam to guide strategic flavor development.
- Strategic Collaboration: Assist and support CIMR Asia Leader on regional led strategic projects and Vietnam CSI Manager on local strategic research and setting direction for actionable learning plans for Vietnam.
- Insight Activation: Interpret consumer data, synthesize findings into strategic recommendations, and present actionable insights to key internal and external stakeholders.
- Vendor & Agency Management
- Methodological Excellence: Introduce and implement advanced sensory/consumer research tools and global best practice guidelines to elevate local research capabilities.

Requirements

- Bachelor's degree

- Fluent in English and Vietnamese with superior presentation skills.
- Minimum of 4–5 years of progressive experience in market research, consumer insights, or strategic marketing, ideally within the Flavour, Food Ingredients, B2B Food, or FMCG industries.
- Strategic & Analytical Mindset: Exceptional capability to connect disparate data points (sensory, market, consumer) into cohesive strategic narratives.
- Advanced Research Capability: Demonstrated expertise in end-to-end research methodology design (Qual/Quant) and statistical analytical software (e.g., SPSS, XLSTAT, or similar). Experience in product testing is a plus

About the company

Our client is a leading Japanese company specializing in flavors, fragrances, aroma ingredients, and fine chemicals for the food, beverage,… industries worldwide.

#LI-JACVN

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description