



PR/095730 | [Exhibition] Marketing Manager

#### 募集職種

#### 人材紹介会社

JAC Recruitment Vietnam Co., Ltd

#### 求人ID

1594934

#### 業種

その他

#### 雇用形態

正社員

#### 勤務地

UAE

#### 給与

経験考慮の上、応相談

#### 更新日

2026年06月02日 11:05

#### 応募必要条件

#### 職務経験

10年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

流暢

#### 日本語レベル

無し

#### 最終学歴

短大卒：準学士号

#### 現在のビザ

日本での就労許可は必要ありません

#### 募集要項

#### 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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会社説明