

## Head of Marketing (Based in Vietnam)

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Company: Welovesupermom Pte Ltd

Location: Vietnam

Category: business-and-financial-operations

Supermom, a fast-growing AI data powerhouse, has a mission to enable parents and families to live better and smarter in Southeast Asia. Boasting one of the largest family communities in Singapore and expanding fast in Indonesia and Malaysia, as well as other SEA countries, we are now seeking a Head of Marketing to join our team and take our marketing efforts to the next level.

As the Head of Marketing, you'll have the opportunity to develop and execute our overall marketing strategy, plan and execute campaigns, and ensure brand consistency across all touchpoints. You'll work closely with cross-functional teams and key partners to identify opportunities for growth and drive business success.

### **Key Responsibilities:**

#### 1 - Strategic Planning & Partnerships

- \* Develop and implement the overall marketing strategy for SuperMoms
- \* Define and prioritise marketing objectives and goals
- \* Conduct market research and analysis to identify opportunities for growth
- \* Identify and manage key partnerships to drive business growth
- \* Keep a pipeline of active partnerships with hospitals, clinics and retailers in the mum and baby space

#### 2 - Campaign Execution:

- \* Plan and execute marketing campaigns to drive user acquisition, engagement, and retention
- \* Develop and manage budgets, timelines, and project plans for all marketing campaigns
- \* Analyse campaign performance data to make data-driven decisions and adjust

strategies accordingly

- \* Collaborate with creative and content teams to develop compelling marketing assets

3 - Brand Management:

- \* Develop and execute brand awareness and reputation management strategies

- \* Ensure brand consistency across all touchpoints

- \* Maintain strong relationships with media and other key stakeholders

### **Requirements**

- \* Bachelor's or Master's degree in Marketing, Communications, or a related field

- \* 3+ years of experience in marketing, with at least 1 year in a management position

- \* Proven experience in developing and executing successful marketing strategies

- \* Experience in developing and managing budgets

- \* Experience in working in partnerships and sales

- \* Excellent communication, negotiation, and interpersonal skills

- \* Strong analytical skills and the ability to use data to make decisions

### **Benefits**

At Supermom, we're passionate about helping parents navigate the joys and challenges of raising children. We're a dynamic and supportive team with a culture of innovation and collaboration. If you're ready to take on a leadership role in a fast-paced, exciting environment, we encourage you to apply for this amazing opportunity. We offer a competitive salary and benefits package, as well as opportunities for career growth and advancement. Join us in making a difference in the lives of parents and children across South East Asia!

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