

## Head of Marketing

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Company: TotalEnergies

Location: Vietnam

Category: other-general

### Profil du candidat

- Bachelor's degree in marketing, business, or related field - Excellent written and verbal communication skills in English and Vietnamese. - Proven experience developing marketing plans and campaigns - Strong project management, multitasking, and decision-making skills - Metrics-driven marketing mind with eye for creativity - Experience with marketing automation and CRM tools - Proficiency with online marketing and social media strategy - Proven experience designing interactive applications and networking platforms.

### Activités

Our Company reflects the diversity of our employees. At TotalEnergies, the wide variety of talents drives our competitiveness, our ability to innovate, and our attractiveness.

Therefore, we welcome differences in age, disability, gender reassignment, pregnancy/maternity, race, religion, beliefs, sex, sexual orientation, and family/parental status.

**We believe Diversity makes us better.**

**\*Key Activities:**1. Strictly follow the company HSE standard in daily work. 2. Objectives of the role: • In charge of both LPG (Liquefied Petroleum Gas) and Lubricants marketing activities. • Marketing is also in charge of Digital projects – both LPG (Liquefied Petroleum Gas) and Lubricants. • Establish positioning, identify target audiences, and develop direct marketing plans with specific objectives across different channels and segments. • Lead the execution of direct marketing programs from start to finish, leveraging internal support and driving collaboration. • Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies. • Analyze shopper insights, shopper

trends, market analysis, and marketing best practices to build successful strategies. • Analyze consumers' influencer insights, shopper trends, market analysis, and marketing best practices to build successful strategies. • Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics. Fulfill other tasks and/or assignments requested by the line managers whom the employee directly/indirectly reports to, and/or tasks requested by the board of management

### **Contexte et environnement**

- Total transforms to the TotalEnergies as a board of energy company. - The ambition is by end of the year 2030, we complete the roadmap, by value for quality RTB and competitive products range. - In both B2B and B2C, MSVN's ambition is to grow lubricants as a core business, in addition to it is new product portfolios and new business to fit into the GLOBAL Zero Carbon Roadmap.

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