

Marketing Solutions Operations Manager-Ho Chi Minh

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Company: Lazada

Location: Vietnam

Category: other-general

Department: **Commercial** Location: **Vietnam** Department: Commercial Location: Vietnam **Job**

Description Team and Role Introduction:

Marketing Solutions is responsible for the monetisation of all Lazada brands & sellers. As a SME Management Lead, you will be responsible to lead a team to drive Marketing Solutions' target which comprising of Marketing Solutions' performance steering, cross-functional collaborations, and local programs/projects management Because of Lazada's tremendous growth, we are searching for dynamic, entrepreneurial, broad-minded SME Management Lead to be part of our leader team. Join like-minded, motivated individuals hone in on your creativity as well as implement new initiatives within a nurturing environment!

Responsibilities:

- Own advertising revenue KPI for Marketing Solutions for SME brands and sellers
- Own and lead end-to-end operations for advertiser acquisition, incubation, retention and upselling of this group
- Work closely with Country Lead of Marketing Solutions & Regional Team to define revenue growth, seller life-cycle, commercial and monetization strategies to drive the company's goals
- Responsible for budget & target planning, monitoring, and working closely with Regional Marketing Solutions team to ensure the delivery of KPIs
- Deploy MS product marketing and seller mass communication and enhance the ads ecosystem

-Liaising closely with the Commercial, Finance, BI teams to learn best practices, align monetization directions in order to initiate winning strategies for Marketing Solutions team

-Always challenging the status quo by exceeding performance delivery and exploring new business verticals or opportunities to grow revenue and seller adoption

Job Requirements
Requirements/Qualifications(must have):

- At least 5 years of overall experience and a minimum of 3 years' experience in consulting, project implementation, and commercial strategy
- Proven ability to influence & collaborate with cross-functional teams
- Strong analytical and quantitative skills; ability to use hard data and metrics to back up assumptions, recommendations, and drive actions
- Ability to work in a fast-paced, deadline-driven, execution-oriented and challenging work environment
- High level of proficiency using advanced Excel, PowerPoint, PowerBI, and SQL is a must
- Excellent command of English both verbal and business writing
- Bachelor's degree
- Knowledge of digital marketing and e-commerce is a plus

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