

## Partnership Marketing Manager

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Company: Manpower

Location: Vietnam

Category: other-general

Serve as Partner Channel Marketing Manager with the main role of leading & implementing Strategic Marketing Planning, Execution, and Investment, aligned to the current fiscal year's priorities to drive revenue and brand reputation of the firm.

### 1. Key responsibilities

Conduct in-depth market research and analysis to understand the consulting services industry, identify potential partners/clients & recognize emerging business opportunities.

Brainstorm with the firm's leaders and execute new and innovative strategies to reach out to new partners and markets, while maintaining positive relationships with those already in the portfolio

#### Partnerships Development

Liaise with the firm's executive leaders to define goals and develop the overall growth strategy and define goals for Strategic channel & partnership development;

Follow up, develop, and maintain positive relationships with key stakeholders such as the Ministries, Provincial governments, professional associations, and institutional partners (e.g. International & local NGOs, multilateral bodies like UN, IFC, etc., and bilateral entities such as USAID, DFID, JICA, etc. and universities).

Formulate comprehensive Marketing strategy and Execution (branding, positioning, and communications)

Define goals for Strategic channel & partnership development and monitoring actions for effective implementation;

Define goals for marketing and content strategies to support business development and thought leadership initiatives, collaborate with the consulting team for content creation (e.g. reports, articles, social media launches, seminars, forums, etc.);

Define goals for the performance of the firm's online portals (e.g. LinkedIn/Facebook) to enhance the Company's visibility & coverage, utilizing necessary advertising tools such as SEO and analytics.

Develop effective pitches to communicate value proposition to various partners and market segments; pitch regularly.

Be the primary point of contact between DI and external partners, resolving any issues promptly and ensuring an optimal level of service.

Ensure delivery of excellent communication about the firm's value —continuously learning from the market and partners how we can improve.

Articulate the above strategic plans and manage the execution of projects, and engagement with stakeholders, teams & resources to achieve the goals defined in the plans.

Organize and oversee marketing networking events, seminars, and other activities to promote business growth.

#### Report & Admin

Ensure all reports are updated regularly and accurately, including activities Pipeline and Partnership opportunities;

Compile monthly, quarterly, and yearly reports and other reports as required, sharing with, and reporting to the firm's executive leaders as required;

General administration work according to company policy;

Comply with all company policies and procedures.

## 2. Background (Education & Experience)

Education: Bachelor's degree and excellent academic record; preferably in Finance, Business Administration, Management, Marketing, Advanced graduate degrees (e.g., MBA, PhD, etc.) is a plus.

Experience:

Min 5 years of relevant experience in marketing, business analysis, strategic planning, market research, and business development; consulting experience is a plus.

Proven track record in B2B and solution-product sales and marketing.

Strong understanding of data analysis, forecasting, and budgeting.

Demonstrated ability to articulate plan and manage execution of projects, engagement with stakeholders, teams & resources effectively.

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