

Sales & Marketing Assistant Manager

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Company: TalentViet

Location: Vietnam

Category: other-general

Job Description :

Our client is a hospitality service provider which has been developing its business activities in Vietnam for more than 1 year.

Job summary:

- The Sales & Marketing Assistant is responsible for implementing the marketing strategies. Manages strategic advertising programs with agencies and vendors. Analyses results and takes essential actions to maximize revenue programs.
- To boost the sales and client base of the Club.
- To develop and implement the Club marketing and sales activities, programs, market research, positioning, promotion and public relations in order to meet or exceed budgeted revenue objectives.

Responsibilities:

- Liaising and building relationships with a range of clients, customers, suppliers, colleagues.
- Developing advertisement plan, includes of arranging and attending events. Building and maintaining contacts with customers.
- Managing the production of marketing materials, including leaflets, brochures, posters and flyers.
- Carrying out market research and customer surveys to assess demand, brand positioning and awareness.

- Monitoring competitor activity
- Contributing to long-term marketing plans and strategies
- Supporting sales force in marketing and other activities of S&M Department.
- Network with members, guests and the community to maximize leads and referrals.
- Develop and implement the Club member retention plan. Utilize various tools, newsletters, email blasts and member events to keep members abreast of Club activities, as well as to solicit referrals for new business.
- Manage the Club overall branding and image development through various channels.
- Any other duties assigned from time to time by the Management.

Job Requirement :

General requirements:

- Only Female. Age from 26 to 32
- Bachelors Degree in Sales, Marketing or Business preferred
- At least 04 years experience in sales preferably in golf/hospitality/service industry, or equivalent combination of education and experience
- Good command of English and MS Office
- Knowledge of golf and private clubs in the leisure industry is a definite plus
- Experience in developing and driving member service improvement programmes.
- Preferably has a genuine interest and knowledge of the golfing game.
- Strong network of connections is an asset

Competencies Required:

- Leadership
- Negotiation Skills
- Management Ability
- Strategic Thinking
- Customer Service
- Communication Skills
- Problem Solving Abilities
- Decision Making
- Job Knowledge
- Marketing Concepts
- Exceptional organization skill

- Sales Planning
- Coaching ability
- Competitive Analysis

Please submit your updated CV to hong.nguyen@talentviet.com or directly contact Ms.Hong at (08) 3910 1126 - Ext: 106

Contact :

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