



## **JOB TITLE**

**Marketing Director (part-time)**

## **REPORTS TO**

General Director

## **POSITIONS REPORTING TO THIS ONE**

Marketing Assistant

The marketing director position is a big job, with a responsibility to develop, implement, and execute strategic marketing decisions for the entire Keep Hanoi Clean organization. The Marketing Director works closely with the Chief Communications Officer, Fundraising Director, Monitoring & Evaluation Director, Events Director, and Projects Manager.

This position will be intimately involved in all of Keep Hanoi Clean's operations, ensuring that the organization follows its stated vision and mission. This includes KHC fully serving its key market segments and stakeholders, including the communities in which we host activities, the volunteers active in our non-profit projects, and serving customers that we support through our for-profit programs.

The marketing director will champion initiatives in product development, pricing of for-profit products, customer service, and lead promotions of all Keep Hanoi Clean programs, including non-profit activities.

## **Responsibilities (Covering both For-profit and Non-profit Activities):**

- Develop (write) and maintain marketing/brand management plans for both FPO and NPO divisions
- Implement and manage marketing strategies for both inbound and outbound channels
- Work closely with the communication team to develop promotional activities that retain current customers and volunteers, and generate leads
- Create and manage stakeholder satisfaction programs
- Monitor competitors and similar organizations to ensure that Keep Hanoi Clean protects its unique program offerings and coordinates or avoids any redundancy in services with other NPOs
- Assist in monitoring and evaluation of both marketing related activities, as well as general community impact of our programs
- Give presentations on KHC and its activities
- Manage and reconcile the marketing budget
- Manage the marketing team
- For-profit Specific
  - Manage the sales funnel for for-profit programs
  - Identify opportunities for product improvement and product-offering expansion

- Run tests and make recommendations for product pricing-related decisions
- Build strategic relationships with key industry players, marketing agencies, and product vendors

**Requirements:**

- University bachelor's degree in Marketing, Communications, or another appropriate field
- 3+ years work experience in marketing
- English and Vietnamese communication skills (written and spoken)
- Intimate understanding of traditional and emerging marketing channels
- Excellent communication skills
- Ability to innovate: Operate at the junction of creativity and logic
- Excellent project management and time-management skills
- Self-motivated with a positive and professional approach to management
- Computer skills

**KPIs:**

- For-profit Division
  - Sales revenue growth
  - Social Return on Investment (SROI)
  - Return on Investment (ROI)
  - Traffic-to-lead ratio, Lead-to-customer ratio (sales funnel)
  - Marketing projects completed
- Non-profit Division
  - Expanded community engagement by all stakeholders
  - Increased visibility for KHCs activities
  - Increased volunteer base
  - Marketing projects completed

**Job Details:**

- Part time, 20 hours per week
- Flex-time, may include both weekdays and weekends depending on event activities
- 30% local travel (for stakeholder meetings primarily)
- Location: KHC Office, located at 587 Lac Long Quan, Hanoi, and volunteer project sites

**Compensation:**

- Volunteer to start with transition to paid
- Salary is negotiable
- KHC staff events