



**Position Title:** Sr. Marketing Manager - Vietnam

**Reports to:** CEO, BiOWiSH Vietnam, VP – Marketing, BiOWiSH Technologies, USA

**Location:** Vietnam – Hanoi

Corporate office is located in Cincinnati, OH USA

**Status:** This is a full time, salaried position

**General Summary:** The Sr. Marketing Manager – BiOWiSH Vietnam is tasked with a broad variety of outbound & inbound related marketing activities and operates within a deadline driven environment. The ability to think strategically is critical for this role.

A full range of marketing experience including upstream marketing strategy, market segmentation, product positioning/differentiation and downstream marketing communications execution is vital. Commercial acumen/background is essential and an analytical thinking person to work independently and provide effective solutions is required.

The successful candidate must maintain the corporate style guide across all mediums including print, electronic, and online. The successful candidate will have a marketing or communication education and equivalent experience.

In this role, the candidate will be expected to assist with strategy, creative campaigns and promotions from concept to completion with guidance from the VP – Marketing, USA, and BiOWiSH Vietnam.

**Essential Job Functions:**

- Ability to work with BiOWiSH Vietnam commercial & technical teams to understand market needs and opportunities – then integrate back into the marketing program
- Create and implement sales training programs as well as technical training programs for BiOWiSH Vietnam staff and distributor partners
- Maintain and update regional collateral materials including power point templates, product literature, signage, maps and event properties such as tradeshow booths
- Design, create, and manage to completion all marketing production related efforts such as promotional items, printed collateral, multimedia collateral, and direct mail pieces.
- Prepare and execute Vietnam-specific strategic marketing programs and campaigns in coordination with the VP – Marketing, USA and BiOWiSH Vietnam.
- Prepare and manage timelines for marketing projects
- Participate and contribute to marketing activities to help achieve Vietnam specific goals
- Assist the VP – Marketing, USA, with the management of Vietnamese-specific website through the WordPress content management system and a Vietnamese based website agency
- Ensure that all creative marketing materials undergo brand review and adhere to strict brand guidelines
- Produce campaign analytics reports as required
- Assist with social media content development and messaging
- Contributes to team effort by performing related tasks as required



### Required Skills:

- Excellent computer skills, at a minimum candidate must be proficient in Adobe CC, to include Adobe InDesign, Photoshop, Illustrator and Premiere Pro as well as WordPress & Microsoft Office
- Have excellent command of spoken and written English & Vietnamese
- Excellent communication skills
- Ability to work within a team as well as independently
- Must be self-motivated and driven
- Ability to meet deadlines and/or targets
- Must be adept at handling pressure and working under stress
- Possess a continuous learning mindset

**Education and Experience:** Bachelor's degree in Graphic Design, Marketing, Communications or related field and 10+ years related experience is desired.

1. Prior experience working in the USA is preferred
2. Bachelor's Degree from a U.S. university is preferred, Masters a plus
3. Knowledge of Vietnamese agricultural practices and culture is preferred