JOB DESCRIPTION

FTMS TRAINING SYSTEMS (VIETNAM) LIMITED

GENERIC JOB ROLE
Marketing & Sales

JOB TITLE
Marketing officer cum Education consultant

REPORTS TO
Manager in Hanoi

REPORTS TO (INDIRECT)
N/A

BASIC FUNCTION AND RESPONSIBILITIES

- To be in charge of Marketing and PR activities for the company
- To sell FTMS’ products and develop new business to ensure FTMS’ targets in relation to business volume as well as service quality are met

KEY RESPONSIBILITIES

Marketing
- To assist Hanoi Manager to make/implement annual business plans including PR, marketing, promotion and advertising including
  - Market and promote for different product lines including CIMA, CAT, ACCA, CFA and other programs
  - Plan event schedules, campaigns and responsible for organizing those campaign successfully including promoting and organizations of the events and campaigns
  - To assist the manager to develop relationship with universities, colleges in the territory to promote company image and recruit students
  - Actively utilize online marketing methods to promote company image and products
  - To be responsible for advertising products and events on newspapers, and other media channels
  - Other marketing actions to complete the company business development targets

Sales and customer services:
- Responsible for directly counseling to students to ensure business volume of the assigned range of programs.
- Attending to customer needs, queries and ensuring that all customers are at ease.
- Providing necessary, accurate and timely information to customers
- Establish excellent relationship with customers and students at all levels.
- Continuously evaluate and progressively enhance all aspects pertaining to quality standards.
- Effectively manage the infrastructure to ensure a professional image is portrayed at all times.
- Liaison with FTMS Group colleagues in relevant and similar capacity.

Other responsibilities
Any other business, which may occur from time to time.

COMPENSATION
Competitive and attractive