# JOB DESCRIPTION

**FTMS TRAINING SYSTEMS (VIETNAM LIMITED)**

<table>
<thead>
<tr>
<th>GENERIC JOB ROLE</th>
<th>JOB TITLE</th>
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<tbody>
<tr>
<td>Sales and Marketing</td>
<td>Marketing Executive</td>
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<table>
<thead>
<tr>
<th>REPORTS TO</th>
<th>REPORTS TO (INDIRECT)</th>
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<tbody>
<tr>
<td>Business Development Manager</td>
<td>N/A</td>
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<table>
<thead>
<tr>
<th>DIRECT REPORTS</th>
<th>INDIRECT REPORTS</th>
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<td>N/A</td>
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## JOB PURPOSE

To market & sell FTMS’ training courses to corporate clients and develop new business to ensure FTMS’ targets in relation to business volume as well as service quality are met.

## KEY RESPONSIBILITIES

**Marketing**

- Responsible for the external and internal promotion and sales of the education and training programs.
- Manage new programs announcements and promotions.
- Superior knowledge of the programs so as to be able to develop appropriate marketing programs / events (online and offlines)
- Achieve assigned marketing targets.
- Assist the Business Development Manager in all marketing activities.
- Maintain high level of relationships with customers.
- Effectively manage marketing budget of its portfolio.
- Responsible for marketing activities of its portfolio with the objective of achieving marketing targets within prescribed cost and resource limits.
- Involve in marketing campaigns, including advertising, exhibitions or education fairs, school visits and other publicity exercise.
- Preparation of relevant Reports crucial to the effective monitoring and evaluation of the performance program intakes.
- 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.
- Maintain close communications with Business Development Manager to plan, control and implement business development goals.
Sales

- Responsible for business volume of the assigned range of programs.
- Achieve assigned sales targets.
- Establish excellent relationship with customers and students at all levels.
- Maintain high level of relationships with customers.
- Effectively manage marketing and sales budget of its portfolio.

Customer Service

- Ensuring the front line area is always ready to receive customers and to ensure
- Assisting the Business Development Manager and Finance & Admin Manager in all administrative aspects.
- Attending to customer needs, queries and ensuring that all customers are at ease.
- Providing necessary, accurate and timely information to customers.
- Any other business, which may occur from time to time.

**KEY MEASURABLES**

Subject to annual Performance Management document.

**AUTHORITIES**

- Empowered to perform the task with daily reports. The empowerment level will be changed from time to time.

**REQUIREMENTS**

- University graduate
- Good English command
- At least 2 years experience in marketing. Marketing experience in education is a plus.
- Ability to design website
- Good IT knowledge and Skills are preferred.
- Good communication skills, good team work spirit
- Like challenging
- Aggressive