



# Job Description

**Position:** Marketing & Communications Manager  
**Reporting to:** Director of GPA Counseling  
**Time Fraction:** Full-time (44 hours a week)

## I. Position Overview

The Marketing & Communications Manager leads the development and execution of GPA's integrated marketing and communications strategy across all platforms and stakeholders. This includes managing digital and field marketing activities, internal and external communications, brand development, and engagement with prospective students, partners, and the wider community.

The Manager is expected to work independently as well as in a team. He/she should possess relevant experience, leadership capabilities, and interpersonal and management skills necessary to complete his/her work with effectiveness and efficiency.

Finally, he/she is expected to exercise sound judgments and maintain the company's professional and ethical standards in all professional and business-related situations.

## II. Responsibilities

### 1. Branding

- Develop and maintain brand guidelines, ensuring all departments, partners, and vendors adhere to tone of voice, visual identity, and brand personality.
- Build and manage brand equity through strategic storytelling, positioning, and emotional connection with target audiences.
- Ensure consistency of messaging and branding across all marketing and communication channels.

### 2. Strategic Planning & Execution

- Develop and manage comprehensive Marketing & Communications plans aligned with organizational goals.
- Responsible for leading the annual marketing planning, including market segmentation, positioning, digital campaign roadmap, and cross-functional alignment with sales and product teams.
- Managed the annual Profit & Loss Management and Forecasting ensuring budget discipline, optimizing cost structures, and achieving profit margins aligned with strategic business goals.

### **3. Marketing Activities**

- Lead both online and offline marketing campaigns, including but not limited to:
  - Digital Marketing: SEO/SEM, social media, website content, email campaigns.
  - Field Marketing: Enrollment seminars, vocational consultations, direct outreach to students and parents nationwide.
  - Sponsored Marketing: Coordinate third-party media or event sponsorships to enhance visibility.
  - Partner Marketing: Manage and grow relationships with key B2B/B2C partners to support marketing objectives.

### **4. Events & Brand Development**

- Plan and launch programs, events, and initiatives that attract prospective students and reinforce GPA's brand identity and reputation.

### **5. Performance Management**

- Supervise, evaluate, and report on the effectiveness of marketing campaigns, activities, and budgets.
- Develop and track KPIs to measure ROI and inform future strategies.

### **6. Market Intelligence & Analysis**

- Collect and analyze data on markets, competitors, and consumer behaviors.

- Use insights from surveys and campaigns to optimize services and product offerings.

### **7. Stakeholder Engagement**

- Build and maintain relationships with schools and educational organizations to support recruitment and outreach activities.
- Serve as a key point of contact for media relations, public communication, and reputation management.

### **8. Team Management**

- Oversee the structure and performance of the Marketing & Communications team.
- Manage internal marketing databases, communication assets, email systems, and advertising tools.

### **9. Internal Communications & Culture Building**

- Support internal communication efforts and contribute to building a cohesive and mission-driven organizational culture.

### **10. Other Responsibilities**

- Propose new marketing initiatives to support various business development stages.
- Perform other tasks as assigned by the Board of Management.

## **III. Qualifications**

- Bachelor's degree in Marketing, Communications, Business, or related field (Master's preferred).
- Minimum 2 years of proven experience in marketing and/or communications management roles, ideally in education or service sectors.
- Strong leadership and project management skills.



- Demonstrated success in developing integrated marketing strategies and executing multi-channel campaigns.
- Excellent communication and interpersonal skills.
- Fluent in written and spoken English and Vietnamese.
- Analytical mindset with a focus on data-driven decision-making.
- Up-to-date with the latest trends and best practices in digital marketing, analytics, and audience engagement.

#### **IV. Compensation and Benefits**

- Salary: Negotiable
- A year-end bonus equal to 13th month salary is offered at the end of the year should the division achieve revenue target.
- Additional bonuses based on KPI performance, awarded at the company's discretion.
- Two performance reviews will be conducted in a year and all salary adjustments and promotions are considered on an annual basis, unless candidates change jobs within the company.
- As a full-time employee, the Marketing Manager is entitled to all statutory holidays as indicated by the Government of Vietnam and annual leave equal to twelve (12) working days.
- GPA provides health and social insurance coverage for all full-time employees as required the Vietnamese labor law.
- Other Benefits: Uniform, birthday leave, holiday gifts, annual teambuilding, annual medical check, etc.