



KOTO is a not-for-profit social enterprise that empowers at-risk and disadvantaged youth in Vietnam through its holistic training program.

**KOTO** stands for **Know One Teach One**. KOTO is a Vietnamese social enterprise specializing in providing at-risk and disadvantaged youth in Vietnam an opportunity to undertake a 24-month holistic hospitality training program. KOTO is based in Hanoi and has supported more than 1,000 graduates to end the cycle of poverty and truly empower our trainees to realize their dreams.

### **Vision Statement**

We aspire for an all-inclusive world in which no one is left behind, where every individual from all backgrounds thrives and inspires through lasting life-changing journey and empowerment.

### **Mission Statement**

As the 1st social enterprise in Vietnam, KOTO remains committed to enable the economically disadvantaged & vulnerable community by providing both transformative platform and pathways and instill the “once helped, help others” philosophy. We proudly do it with passion, innovation & responsibility.

### **Value Statement**

- **Respect** everyone’s dignity & self-worth
- Act with **professionalism** and lead by example
- Be driven by **passion** and purpose
- **Love** ourselves and KOTO family
- **Innovative** approach in action





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## **Position: Marketing & Communication Manager**

### **Reporting Structure:**

This position reports directly to the Managing Director

### **Key Working Relations:**

**Internal:** KOTO staff, trainees

**External:** Donors, Partners, Customers, Suppliers, Marketing Agencies, Local Authorities

### **DESCRIPTION:**

The Marcom Manager will be expected to successfully manage and deliver on:

#### **1. Sales and Marketing**

- Develop and implement comprehensive marketing strategies to drive sales for the restaurant and increase enrollment for vocational training programs.
- Create and manage promotional campaigns, advertisements, and events to attract customers and clients.
- Collaborate with the restaurant and training center teams to identify opportunities for cross-promotion and integrated marketing efforts.

#### **2. Communication and Branding**

- Develop and maintain a consistent brand image across all communication channels.
- Create compelling content for various platforms, including social media, website, newsletters, and press releases.
- Manage public relations activities, ensuring positive coverage and building relationships with media outlets.
- Monitor and respond to online reviews and feedback to maintain a positive brand reputation.



### 3. Fundraising

- Devise and implement fundraising strategies to support the social enterprise's initiatives.
- Cultivate relationships with potential donors, sponsors, and partners.
- Organize and execute fundraising events, campaigns.

### 4. Community Engagement

- Develop and maintain relationships with the local community, NGOs, and relevant stakeholders.
- Collaborate with the vocational training center to create community outreach programs and initiatives.
- Represent the social enterprise at community events and networking opportunities.

### 5. Team Management

- Recruit, train and retain a team of effective contributors.
- Prepare, execute and monitor department plans & budget as well as contribute to the broader organization plan and budget.

## REQUIREMENTS

### 1. Education:

Bachelor degree in Sales/ Marketing or relevant field or higher

### 2. Qualifications / Experience:

- At least 7 ~ 10 years of experience in managerial position of Sales/ Marketing/ Business Development. Experience in Food and Beverage industry and/ or development sector is a plus.
- Demonstrated ability to run marketing programs including digital marketing.
- An in-depth knowledge and understanding of the political, economic and social context in Vietnam, as well as experience working with national and local government agencies and authorities.
- Preference will be given to candidates with experience in restaurants, hotels and working experience in non-profit organizations, charity fundraising organizations.

### 3. Key Skills and Knowledge:

- Proficient in computer skills in Microsoft Office and related software etc.
- Report writing and analysis skills.
- Highly self-motivated with the ability to work independently but also excellent teamwork spirit.
- Project management.





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- High level of time management and tasks prioritizing skills.
  - Having good analytical skill, logical thinking.
4. **Well-developed technical skills in the following areas:**
- IT Skills (Word, Excel, PowerPoint, AI, Photoshop)
  - Videographer/ Photographer skills.
  - Well-developed communication skills (written and oral) in both Vietnamese and English
5. **Personal attributes:**
- Ability to work in a team and team management, flexibility and ability to work in different environment and under high pressure
  - Being proactive, creative and responsible with a sense of urgency
  - Energetic and motivational
  - Strong Leadership and accountability.

**Job description reviewed by:**

Signed by:

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Date:

**Acceptance of Job Descriptions**

Signed by:

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Date:

