



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.

### **Mission Statement**

To empower at-risk youth to pursue lives of dignity by providing life-skills, training and opportunity.

### **Vision Statement**

We strive to provide positive permanent change for at-risk and disadvantaged youth through the transformative power of social enterprise.

### **Value Statement**

We **perform** always to the highest of standards for **all** our **customers** and we do this to the best of our ability and **respectfully**.

**Perform - Customer-centric - Respect**



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

### **Reporting Structure:**

This position reports directly to the Founder/Managing Director

This position manages Marcom staff

### **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 strategies development and execution:**

- Analyze marketing research and data to identify trends and insights to support the marketing strategy and plan
- Develop new and creative growth of products and services
- Facilitate marketing content development and deployment. Manage corporate and media relations
- Propose and pursue KPIs system for communications, sales and marketing's upon approval
- Drive market engagements
- Organize, manage, and implement marketing executions to ensure timelines and deliverables are met
- Identify opportunities and manage lead touch points from online and offline advertising, website, social, email marketing
- Develop sales strategy for the markets and increasing sales activities to reach the agreed Sales Target.
- Work with designer and digital lead to develop communication materials and successfully execute marketing plans that are aligned to the marketing strategy

#### **2. Marcom team development:**

- Manage the Team ensuring consistency in message and synergy.
- Make staffing and hiring decisions with the support of the Human Resources department.
- Build and develop a Team which is competent, commercially astute, dedicated and efficient with clear development plan/ KPIs/ team spirit and professional coaching/training.

- Ensure a positive attitude is maintained even when under pressure to achieve the marketing and sales objectives for each quarter in the year.
- Build and manage Marcom budget:
- Make budgets and enable with specific campaigns, pricings, packages and other activities /offers to drive to meet company revenue and funding goals.
- Monitor the efficiency of Marcom budgets allocated.

**3. Grant management and reporting:**

- Build a database of grantors/funders and seeking for a grant writer to ensure all grants/awards are applied in a good, timely and high-quality manner.
- Ensure all programs that are funded from any grants/funders are well managed, monitored, evaluated and reported to sponsors/funders.
- Build and foster new and existing relationships with funders, donors, corporate sponsors/partners and individual sponsors; oversee the management of KOTO trainee sponsorship program.

**4. Other tasks as assigned.**

## 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
  - Energetic and motivational
  - Strong Leadership and willing to maintain discipline.

**Please read the Staff Handbook for full conditions of employment and code of conduct.**

**Job description reviewed by:**

**Acceptance of Job Descriptions**

Signed by:

Signed by:

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Date:

Date: