

JUNIOR MARKETING EXECUTIVE - VIETNAM

POSITION DESCRIPTION

Start Date: Immediate

Category: Full-time

Salary: 12,000,000–15,000,000 vnd (Negotiable)

Location: 24 Mac Thai Tong, Yen Hoa, Hanoi, Vietnam

Established in 2015, The Global Citizen Education Group is an educational social enterprise that aims to bridge the gap in skills development and global citizenship education. We believe in using education as a platform for impact. Our goal is to develop global citizens who will make positive contributions to the community around them and the world that they live in, and we do so by empowering individuals to seize the opportunities of the 21st century and develop holistically as lifelong learners by equipping them with the necessary skills: Thinking Critically, Writing Creatively, Speaking Confidently, Working Collaboratively.

With headquarters in Singapore, The Global Citizen has branch offices in Vietnam, the Philippines, and Indonesia, conducting operations across East and Southeast Asian countries in collaboration with students, schools, businesses, non-profit organisations, and government-affiliated agencies.

Job Title: Junior Marketing Executive - Vietnam

Job Description

1. Job Summary:

This is a full-time professional position offered by The Global Citizen Education Group. The Junior Marketing Executive is responsible for owning and driving the execution of our multi-channel marketing and advertising strategies. This role focuses on scaling brand awareness, delivering measurable value, and achieving aggressive conversion targets within the co-curricular education sector to fuel company growth.

The successful candidate will manage end-to-end initiatives across digital, print, and social media, specialising in high-impact video content and strategic market penetration. We are seeking an autonomous, results-driven professional with exceptional communication skills and a proven ability to deliver under pressure.

The candidate should have good English proficiency and will be working closely with our global teams at The Global Citizen Education Group. This position is based in Vietnam, and the candidate is expected to reside locally and travel on-site in Hanoi or have a strong internet connection for work-from-home days. The terms of engagement and remuneration will be on a yearly contract basis as a full-time staff member, and candidates must have obtained an undergraduate degree from a recognised school from the [World Higher Education Database \(WHED\)](#).

2. Responsibilities:

- Lead the development and execution of end-to-end marketing campaigns across multiple distribution channels, with a primary focus on video marketing and brand growth.
- Manage the production of creative assets, social media content, and mock-ups to ensure brand consistency and high engagement.
- Analyse market trends and competitor strategies to identify opportunities for market penetration and commercial positioning.
- Optimise social media strategies based on ROI, conversion rates, and performance analytics.
- Collaborate with internal stakeholders and cross-functional teams to align marketing efforts with academic and sales objectives.
- Deliver comprehensive performance reports with actionable insights to refine marketing tactics and drive sustainable growth.
- Mentor junior team members or interns, providing guidance on content creation and campaign execution.
- Where required, assist with logistical and operational requirements during company programs.
- Assist with daily administrative duties.



3. Qualifications:

a. Education & Experience

- Bachelor's degree in Marketing, Communications, or a related field from an accredited school in the [IAU WHED](#).
- Preferred: Under 3 years of relevant professional experience.

b. Skills & Capabilities

- Excellent verbal and written communication skills in English.
- Experience in content creation, video production, and social media platforms.
- Basic video recording and editing skills; confident in front of the camera.
- Strong understanding of the latest marketing trends and best practices.

c. Professional Attributes

- Passionate about marketing and the education sector.
- Professional, autonomous, and able to work independently.
- Outstanding multitasking abilities and willingness to travel for work as needed.

4. Personal Characteristics:

- Results-driven mindset with a focus on delivering measurable outcomes.
- Ability to work autonomously and take full ownership of assigned projects.
- Comfortable with independent problem-solving and minimal supervision.
- Adaptable to changing environments and situations involving different cultures, languages, and working styles.
- Well-organised with close attention to detail.
- Thrives in a multi-faceted, fast-paced, and challenging environment.

5. Additional Benefits:

- **Mentorship:** Direct coaching and mentorship from the Programs and Operations Manager Consultant, offering a deep dive into the business of international education.
- **Travel:** Staff who travel on behalf of the company will have their flights, accommodation, visa application (if required), and travel insurance provided for.
- **Career Progression:** Reference letters upon successful completion of the internship and demonstration of high value and good performance.

6. Recognised English Certifications:

Qualification	Minimum
International English Language Testing System (IELTS) Academic	7.5/9.0
Test of English as a Foreign Language Internet-based test (TOEFL iBT)	95/120
Cambridge English Qualifications	C1 Advanced
Pearson Test of English Academic (PTE Academic)	76/90
Pearson English International Certificate (PEIC)	Level 4 - Advanced
Test of English for International Communication (TOIEC) Listening & Reading Test	945/990
Test of English for International Communication (TOIEC) Speaking & Writing Test	360/400
International English Language Testing System (IELTS) General	8.0/9.0
Vietnamese Standardized Test of English Proficiency (VSTEP)	Level 5
Vietnamese University Degree in English Major	Xếp hạng: Giỏi
Vietnamese University Degree Taught in English	Xếp hạng: Giỏi
SAT Evidence-Based Reading and Writing Score	675/800
ACT English Language Arts (ELA)	25/36
Aptis ESOL Advanced	166/200 - C1

7. Application Process:

Interested applicants should send their CV to

hoanganh.nguyen@theglobalcitizeneducation.com with a subject line: **JUNIOR MARKETING EXECUTIVE - [Full Name]**.

Applications and interviews will be conducted on a rolling basis, and we will close the application once the position has been filled. All applications should be submitted in English, and any supporting documents that are not originally in English should be translated.

Kindly understand that due to the volume of applications that may be received, only applications that are selected for an interview will be contacted. Interviews may be conducted online or in person, depending on the availability of the relevant interviewer.