



Marketing Coordinator

Vietnam
Full-time
Marketing

XpertSea is a Canadian technology company that's transforming how the global aquaculture industry farms seafood. Combining artificial intelligence, computer vision and machine learning, we're building cutting-edge solutions to empower hatcheries, farms and research centres to track and manage their aquatic populations with greater speed, accuracy and insight than ever before. With more than 100 customers in over 48 countries, we're using Canadian ingenuity to help feed the world.

XpertSea is looking for a Marketing Coordinator to develop, plan and execute marketing and promotion activities in Vietnam. The coordinator will be working with the international marketing team head office in Canada.

Responsibilities

- Plan and implement marketing-driven customer acquisition efforts in Vietnam.
- Identify the marketing needs and opportunities for the company in Vietnam.
- Coordinate local events and produce materials for workshops and tradeshow.
- Write blog posts and create marketing content in Vietnamese.
- Manage social media efforts for Vietnam.
- Formulate and compile local marketing plans and budgets.
- Provide country-specific insights to the rest of the team to support their respective roles.
- Generate and brainstorm ideas with the marketing team.
- Build and maintain good working relationship with local partners and internal team.

Minimum qualifications

- Fluent in English and Vietnamese (written and spoken)
- University graduate (business or marketing preferable)
- Minimum two years' working experience in marketing
- Driven, independent, self-motivated, dependable and passionate individual
- Willing to travel regionally as required
- Flexible hours for online meetings with Canadian head office

Desirable assets

- Marketing experience in technology or aquaculture is a plus
- Great research, organizational and learning skills
- Understanding of social media culture and trends
- Ability to complete multiple projects within a given time-frame

Technical environment

Facebook Business Manager, WhatsApp, Content Management System

Link to apply: <https://www.xpertsea.com/careers/marketing-coordinator>

Please contact Mr. An (+841212284488) if you have any questions or need further supports.