



JOB DESCRIPTION

Marketing and Communications Executive

KOTO | Know one, teach one

Vision Statement

Positive permanent change for at-risk and disadvantaged youth through the transformative power of social enterprise.

Mission Statement

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

Values

Justice | Community | Respect | Teamwork | Performance

Job Position Statement

The Marketing and Communications Executive will positively impact the organization by assisting the Marketing Manager in planning, developing and implementing marketing strategies, activities, events, fundraising and public relations. The candidate will operate effectively, work as an active contributor to the marketing team and uphold their role as an ambassador of the KOTO nonprofit social enterprise model.

Group

KOTO Social Enterprises Division

Reports To

Marketing Manager

Reporting Staff

None

Based In

HCMC

Key Working Relations

Internal: Staff, trainees and volunteers

External: Business partners, social enterprise partners, donors, sponsors and external stakeholders

Key Result Areas

- 1. Marketing:** To identify marketing opportunities and execute strategies determined by the Marketing Manager, to develop the KOTO brand, maintain sponsor funding and grow capacity in order to achieve organizational outcomes
- 2. Events Coordination:** To assist and successfully execute the annual KOTO calendar of fundraising events, activities, special events bookings; reach or exceed fundraising targets
- 3. Communications and Public Relations:** To maintain and uphold consistent brand image and

corporate identity in all work undertaken

4. **Suppliers and Sponsors:** Develop, maintain relationships and work with third-party suppliers, corporate sponsors and individual trainee sponsors
5. **Self:** Managing self to maximize results, time management and decision-making
6. **Values and Ethos:** Is in alignment with and upholds KOTO's vision, mission and values; understands and desires to advance in the nonprofit sector

Key Skills and Knowledge

Qualifications

- Minimum Bachelor's degree in business, marketing, communications or other relevant field
- Minimum 2 years' experience in marketing, communications, events, and/or public relations

Well- developed technical skills in the following areas

- Written and verbal communication in both Vietnamese and English; this includes strong translation and interpretation skills
- Project and event planning and delivery; organizing and prioritizing
- Strong understanding of integrated communications across multiple platforms
- Highly proficient in MS Office applications

Personal attributes

- Highly motivated; willing to take initiative; flexible
- Highly detail oriented
- Innovative and progressive
- Sensitivity to and respect for cultural differences; understanding and awareness of diversity in the workplace
- Excellent listening skills and ability to have positive interactions with public, media, partners, clients, supporters and colleagues; ability to ask questions and seek required information

If you believe you are the person KOTO is looking for, email us for the full job description (stating clearly the job title in the subject line) or email your CV and cover letter to Ms Lien Le, KOTO HR Executive at lien.le@koto.com.au.

Your e-application must include:

- A cover letter clearly demonstrating your suitability for this position
- A comprehensive CV (no more than 2 pages)
- Full contact details (including telephone number and email) of 3 referees, including at least 2 direct supervisors

Incomplete applications will not be considered.

Closing date is June 01, 2015 but the position may be filled prior to the closing date, therefore we encourage you to apply early.

Any candidate offered a job with KOTO will be expected to undergo a criminal record check and sign the *KOTO Code of Conduct and Ethics* and the *Child and Youth Protection Policy* as an appendix to their contract of employment and conduct themselves in accordance with the provisions in these two documents.