



JOB VACANCY

REACH is a Vietnamese non-profit organization that provides vocational training services to poor and disadvantaged youth. Over 9,000 youth from poor and vulnerable backgrounds have graduated from our vocational training program and are now successfully employed. REACH works with businesses to identify areas of opportunities, develop specific curriculums and conduct training. Life skills, job-preparedness and on-the-job training are other critical components that make the model so successful. We currently have training centres in Hanoi, Danang, Hue, Hai Duong and Hoi An. REACH Vietnam is currently working to strengthen its organizational capacity and financial sustainability by setting up trading arms in order to generate income to invest back into its development projects to support vulnerable groups. This is an important and exciting time for REACH, as we enter our next phase of development. For more information about our work, visit www.reach.org.vn

Job title: REACH Business Development Manager

Job location: Hanoi, with travel to other regions as required

Job purpose:

The Business Development Manager is responsible for leading the profitability activities of REACH aimed at generating income to invest back into development projects. This role is also responsible for developing the strategy for income generation activities, a key component of REACH's financial sustainability objective and coordinating the REACH team to implement this strategy.

Responsibilities

Product development:

- Define targeted customers (*) who may have a demand for REACH products and services in the area of skills training and employment.
- Coordinate market scan/market research activities to understand the needs of targeted customers.
- Review REACH current products/services portfolio in order to utilize current resources and capacity for developing products and services for targeted customers.

- Coordinate activities to develop products/services which meet the needs of targeted customers.
- Testing, piloting new services/products with targeted customers for feedbacks, satisfaction and revision.
- Packaging/refining products/services to offer to targeted customers.

Marketing/branding new products and services

- Develop marketing/branding plan for new products/services in conjunction with REACH marketing team.
- Develop pricing strategy for REACH products/services based on market analysis, targeted customers' feedback and REACH competencies. Pricing needs to reflect the value of products/services to those customers and the price they are willing to pay.
- Coordinate with REACH marketing team and regional team to design marketing/branding tools and manage marketing/branding channels: advertisements, banners, PR activities, brochures, events, and sponsorships.

Selling and promotion:

- Develop selling process/channels for REACH products/services that are most effective at meeting the needs of targeted customers.
- Coordinate with different functions at REACH to ensure their participation in the selling process, including financial related process.
- Developing and coordinating after sales/ Customer services for REACH products/services.
- Coordinate activities to get feedback from customers for continuous improvement of REACH products and services.

Strategic and Relationship Management

- Provide input and collaborate with the Executive Team to develop income-generating strategies and support the REACH team in the implementation.
- Manage and nurture relationships with existing and potential customers and actively pursue networking opportunities in conjunction with Executive Director.
- Coordinate and implement a customer relationship system in conjunction with the marketing team that captures appropriate information about existing and potential customers and provides a systematic and structured way of documenting contact with and other information of customers.

Requirements:

- Bachelor in business, economics or related field.
- Have at least 8 years' experience in the business sector.
- Demonstrable knowledge of marketing and sales, particularly in the context of new products/services or start up operations.

- Creative flair, with the ability to develop new ideas and put these into practice.
- Willingness to travel.
- Good communication and organization skills, comfortable 'cold-calling', with strong negotiation, relationship building and networking skills.
- Good written and oral English.
- Good team spirit and the ability to collaborate effectively with a team to achieve results.
- Good understanding of the not-for-profit sector and the resource challenges this presents.

() Targeted customers: individuals/businesses/organizations are able to pay for REACH products/services.*

Please respond in writing addressing the above criteria together with answers to the following questions –

- Why do you want to take this position?
- What unique skills can you offer?

Describe a new product or service that you have designed and/or developed and what were the challenges you needed to overcome to successfully sell this to a new market?

Applications should be sent to: tuyendung@reach.org.vn by 17.00, 31/10/2013. Only shortlisted candidates shall be called for interview.