

# **VIETNAM COOPERATIVE DEVELOPMENT PROJECT**

## **JOB DESCRIPTION**

### **MARKETING AND SALES MANAGER**

SOCODEVI, the *Société de coopération pour le développement international*, is a network of cooperatives and mutuals that share technical expertise and know-how with partners in developing countries in order to create, protect and distribute wealth. SOCODEVI is a Canadian not-for-profit corporation for international development established in Vietnam since 2002.

The Vietnam Cooperative Development Project (VCED) is a newly Project managed by SOCODEVI and financed by the Department of Foreign Affairs, Trade and Development (DFATD) of Canada. Project duration is of 6 years ending in 2021.

#### **1. SUMMARY OF THE PROJECT:**

VCED is an important capacity building project that expect to support agricultural cooperative in dairy milk and fruits value chains. This project aims to improve Vietnamese cooperative sector contribution to gender-equitable economic growth and to women and men farmers' livelihood conditions. To achieve this, VCED Project will work at three different levels:

- 1) Establishment and strengthening of sustainable agriculture cooperative enterprises in strategic value chains within the Vietnamese economy to become models of reference for scaling up;
- 2) Improvement of productivity and quality of agriculture production in a sustainable manner at the farm (household W/M) level, with value added;
- 3) Support the Government and stakeholders of the cooperative sector in the establishment of an enabling environment for the cooperative development.

**WORKING PLACE:** VIETNAM, Ho Chi Minh City, with travels in Binh Thuan, Ninh Thuan, Ben Tre, Soc Trang and Lam Dong

**DURATION:** one year contract with possibility of extension

#### **2. MARKETING AND SALES JOB PURPOSE:**

Researches and develops various marketing strategies for our cooperative products and services. Implements marketing plans and works to meet sales quotas of raw and transform fruits and service offer to our coop. Tracks marketing and sales data and identifies areas of improvement for our coop system.

#### **3. MARKETING AND SALES JOB DUTIES:**

Contributes information, ideas, and research to help develop marketing strategies

Developing concepts, graphics and layouts for product illustrations, company logos, and websites

Helps to detail, design, and implement marketing plans for each product or service being offered

Sets marketing schedules and coordinates with colleagues, sponsors, media representatives, and other professionals to implement strategies across multiple channels

Develops sales strategies and approaches for various products and services, such as special promotions, sponsored events, etc.

Answers questions from clients about product and service benefits

Maintains excellent relationships with clients through superior customer service

Tracks sales data and works to meet quotas or sales team goals

Analyses trends, data, demographics, pricing strategies, and other information that can potentially improve marketing and sales performance

Creates and presents regular performance reports for managers and executives

Implements and adheres to company policies and procedures

Attends trade shows and travels to meet clients as needed

#### **4. MARKETING AND SALES SKILLS AND QUALIFICATIONS:**

Bachelor's Degree in Marketing, Business or a Related Field, Customer Service, Client Relationships, Interpersonal Communication, Marketing Strategies, Product Development, Creativity, Financial Strategy, Data Tracking, Written and Verbal Communication, Organisation, Planning, Research and Analysis, People Management, Leadership

#### **5. APPLICATION:**

Please send your application (letter of interest and resume) before 13 of April, 2019, clearly specifying in the “subject box” of your @mail: “Marketing And Sale Manager - with your complete name” to the following @mail address: [VCEDproject@socodevi.org](mailto:VCEDproject@socodevi.org)