

ASSISTANT MARKETING MANAGER

Company Profile:

The Commonwealth Bank (Group) is Australia's leading financial institution. It commenced operations in 1912 and since then it has been providing banking, investment, insurance, brokerage and other financial services to more than 10 million customers in Australia and around the world. The Group is also growing internationally with investments and operations in Australia, New Zealand, the US, Europe, Japan and the Asia-Pacific region.

Commonwealth Bank of Australia welcomes you to its first branch in Vietnam located in Ho Chi Minh City. Our branch offers a range of banking products and services such as personal and business banking accounts, home, personal and business loans, foreign exchange and international trade services. Our banking products are also supported by leading customer service and convenient access to your money using the hundreds of VNBC ATM machines in Ho Chi Minh City and across Vietnam.

Work for Australia's leading bank – now operating in Vietnam

When you choose a career in Vietnam with us, you will join a team of more than 35,000 people all over the world. Our people strive to deliver one shared vision:

“To be the finest financial services organisation through excelling in customer service”.

At the Commonwealth Bank we aspire to:

- Make our people feel valued
- Provide a service experience our customers appreciate
- Be respected and admired in our community

Contact Information:

Company name:

COMMONWEALTH BANK OF AUSTRALIA – HO CHI MINH CITY BRANCH

Company address:

65 Nguyen Du Street, District 1, Ho Chi Minh City

Company website:

www.commbank.com.vn

Company size:

25-99

Job Description:

Are you a dynamic, energetic and self-motivated person looking for a challenging and rewarding career in an international bank? This is an excellent opportunity to build a career with the Commonwealth Bank of Australia – Australia's leading retail Bank. We are looking for a qualified Vietnamese national to work in our office in Ho Chi Minh City in the position of **Assistant Marketing Manager**.

Key Responsibilities:

- Manage and coordinate all marketing, advertising and promotional activities;
- Conduct market research to determine market requirements for existing and future products;
- Analysis of customer research, current market conditions and competitor information;
- Develop and implement marketing plans and projects for new and existing products;
- Responsible for all marketing collaterals including designing and production;
- Develop effective internal communication successfully;

- Develop public relationship activities and manage them successfully;
- Manage the productivity of the marketing plans and projects;
- Monitor, review and report on all marketing activity and results;
- Determine and manage the marketing budget;
- Deliver marketing activity within agreed budget;
- Develop pricing strategy;
- Liaison with media and advertising.

Job Requirements:

Year of experience : 3 year(s)
 Minimum education level : Bachelors

1- REQUIREMENTS:

- A university degree in Marketing/Banking/Commerce (preferred);
- Three years working in the banking industry in a relevant role (preferred);
- Experience in all aspects of developing and maintaining marketing strategies;
- Technical marketing skills;
- Proven experience in customer and market research;
- Relevant product and industry knowledge;
- Fluency/Experience with design software applications would be an advantage;
- Demonstrated capacity to work under high pressure and independently;
- Excellent written and spoken English and Vietnamese;
- Integrity and honesty;
- Strong ability to work in a team and with various external teams;
- Commitment; willing to accept accountability and ambiguity; and
- Effective, proactive and creative.

2- APPLICATION:

Interested candidates should send an application letter and their full curriculum vitae (CV) in English including contact details by email to jobs@commbank.com.vn.

The closing day for applications is **20 January 2010**.

General Information:

Job Type : Full-Time Permanent
 Location : Ho Chi Minh
 Salary : Negotiable