



Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 4,050 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the Business Social Compliance Initiative (BSCI).

Learn more about Triumph on:

[www.triumph.com](http://www.triumph.com)

[www.linkedin.com/company/triumph-international/](http://www.linkedin.com/company/triumph-international/)

Our Sales Department in Vietnam is looking immediately for a highly motivated

#### Marketing Manager

To Support the achievement of net sale and profit goals within allocated A&P budget via

- Effective implementation of store layouts, retail launch concepts/new product launch, merchandising display and other marketing /trade marketing promotions/campaigns from regional guidelines
- Effective development of tailor-made promotions in cooperation with Assortment and Sale Teams
- Effective management of CRM, POSMs and A&P items

#### **Roles & Responsibilities:**

- Be a strategic driver of growth for the overall business
- Drive excellence in trade and consumer marketing thinking, planning and implementation
- Drive effective Marketing innovation initiatives
- Manage Sales Support team and daily operation
- Lead training and development to ensure internal excellence and succession planning
- Develop, allocate and optimise annual Sales Support budgets
- Drive financial ROI and effectiveness across brand portfolio and sales channels
- Lead internal marketing throughout the organization, especially within Sales Team
- Source the right business partners and suppliers to deliver Sales Support objectives effectively and efficiently
- Manage effectively appointed suppliers and business partners
- Develop tailor-made channel strategy to maximize volume and value growth
- Develop and implement Integrated Channel Plans for Brand portfolio within own boutiques, general trade and modern trade channels
- Ensure clear understanding of the Marketing and Sales team objectives, and integrate needs through integrated channel plans
- Initiate Channel Development ideas to enhance brand presence and equity
- Develop and manage consumers loyalty programs
- Manage customer and consumer service satisfaction research



- Develop point of sale material and signage guidelines and monitor the implementation
- Develop annual Sales Planning budgets and ensure proper control
- Carry out other tasks assigned by Commercial Director

**Your ideal profile:**

- Minimum 5 years of A&P management experience, within multinational FMCG or fashion companies
- Strong trade and brand marketing management ability
- Premium / luxury brand orientation
- Cultural and market sensitivity
- Should be good in MS Office
- Good communication skills both spoken and written in English

We offer an opportunity in a fast paced organization which gives those looking for a challenge the possibility to grow with the company and shape the future.

We are a family owned company with strong values, operating at a global level with key markets in Germany, Japan and China - where our iconic brands, Sloggi and Triumph, continue to delight our consumers.

Triumph Group is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your application letter and CV in English, diplomas and expected salary range by clicking on Apply.