



# JOB DESCRIPTION

---

## AFAP in Vietnam

### Community-based Tourism Project (CBT)

**Job title:** Sales and Marketing Executive

**Effective date:** March 2017

**Reports to:** Program Manager

**Location:** AFAP Vietnam office in Hanoi and CBT project site in Da Bac, Hoa Binh

#### 1. WORKING CONTEXT

**The Australian Foundation for the Peoples of Asia and the Pacific Limited (AFAP)**, now known internationally as “Action on Poverty”, is a secular, not-for-profit, fully accredited Australian non-government organisation (NGO) that was founded in 1968. As its new brand “Action on Poverty” suggests, its mission is to be a leading agent for poverty alleviation through innovative, cost-effective and appropriate community-based development. AFAP has successfully worked with local partners to implement development programs in 21 countries across Africa, Asia and the Pacific.

In 1996, AFAP was the first Australian NGO to be formally registered to work in Vietnam. Since then, it has partnered with local government, civil society organisations, and vulnerable and disadvantaged communities in 24 provinces, to implement projects within a range of program areas including: livelihoods and food security; climate change and environment; governance and institutional strengthening; health, water and sanitation; and education and social inclusion.

Since 2014, AFAP has implemented the **Community-based Tourism (CBT) Project** in Da Bac District, Hoa Binh Province to develop new business opportunities and tourism activities that encourage an equitable distribution of profits and provide a sustainable income for ethnic minority groups. In Phase 3 of the project, **Da Bac CBT Social Enterprise** is established for more autonomous and business-driven management of tourism products and services, aiming towards a sustainable and self-reliant future. More information about the project is available on its website at <http://dabaccbt.com>.

#### 2. JOB PURPOSE SUMMARY

The post is expected to assist Sales and Marketing activities of CBT Project by developing innovative ways to increase the income of the Enterprise and the Project. The Executive will participate in a wide scope of Sales and Marketing activities to develop the sales, marketing and communications work of CBT, including development of marketing plan, branding, promotion, sales,

partnership and customer servicing. All activities should contribute to the Project's objective of increasing socio-economic benefits to community members, conserving natural and cultural resources and adding value to the experiences of local and foreign visitors.

The position will work closely with the Director of Da Bac CBT Social Enterprise and CBT Technical Advisor to develop and implement marketing strategy and activities for the Project.

The Sales and Marketing Executive will commence the job as a Consultant of AFAP before becoming a member of the Social Enterprise subsequently, based on performance evaluation and commitment.

**3. AUTHORITY**

The position has autonomy to make decisions related to all assigned activities within the areas of assigned responsibility.

The position is reporting to AFAP Program Manager and expected to work closely with and assist Da Bac CBT Social Enterprise Director and CBT Technical Advisor.

**4. KEY WORKING RELATIONSHIPS**

<p><b>Internal</b></p> <p>CBT Project personnel: Director of Da Bac CBT Social Enterprise, CBT Technical Advisor, Commune Coordinators, project volunteers and interns;</p> <p>AFAP personnel: Program Manager and other staff of AFAP.</p>	<p><b>External</b></p> <p>Communities, service providers, travel agencies;</p> <p>AFAP's partners in Hoa Binh, AFAP's international staff, project donors.</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------

**5. MAIN AREAS OF RESPONSIBILITY**

<b>Key responsibilities</b>	<b>Specific Tasks</b>
<p>1. <i>Marketing planning and product development</i></p>	<ul style="list-style-type: none"> <li>▪ Support the Enterprise Director and project officers to develop the business and marketing plans for the Enterprise and the Project;</li> <li>▪ Undertake market research to analyse demand and select the sound pricing strategy;</li> <li>▪ Support the Enterprise Director and project officers to survey, develop and make investment decisions on new tourism products and services in the area;</li> <li>▪ Collect feedbacks to improve existed tourism products.</li> </ul>

<p>2. <i>Tourism branding and promotion</i></p>	<ul style="list-style-type: none"> <li>▪ Develop the branding approach for the Enterprise and the Project;</li> <li>▪ Research, evaluate and recommend marketing techniques;</li> <li>▪ Be pro-active in identifying and developing new markets;</li> <li>▪ Develop promotion strategies and campaigns to increase public knowledge and deliver customers to Da Bac CBT in order to achieve sales target;</li> <li>▪ Carry out promotion campaigns via multimedia and different communications products ie. flyers, television, emails, internet, audio/visual materials, etc;</li> <li>▪ Manage, develop and update Da Bac CBT website and social media pages to reach target audiences and improve sales, actively respond to the queries raised by potential and ongoing customers and partners on these channels;</li> <li>▪ Take part in the development, publications and distribution of marketing products.</li> </ul>
<p>3. <i>Sales, partnership and customer service</i></p>	<ul style="list-style-type: none"> <li>▪ Attend meetings with customers and partners to promote Da Bac CBT tourism products;</li> <li>▪ Develop partnership network and attend network meetings;</li> <li>▪ Build relationship with strategic partners;</li> <li>▪ Answer all questions raised by potential and ongoing partners and customers;</li> <li>▪ In charge of organising relevant tourism services and activities in the field;</li> <li>▪ Attend FAM trips and newly-developed tours to ensure customer experiences and collect feedbacks;</li> <li>▪ Coordinate the bookings of accommodation, services and organise tours with local coordinators in the communes;</li> <li>▪ Carry out customer service activities, conduct surveys and follow-up with customers;</li> <li>▪ Develop a mechanism to manage database of potential, ongoing partners and customers and their satisfaction levels;</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Develop good and sustainable relationship with local suppliers, homestay owners, service groups and local government.</li> </ul>
<b>6. QUALIFICATIONS REQUIRED</b>	
<p><b>Education</b></p> <ul style="list-style-type: none"> <li>▪ Relevant Degree and/or equivalent professional qualifications, preferably in tourism or marketing.</li> </ul>	<p><b>Work experience</b></p> <ul style="list-style-type: none"> <li>▪ At least 1 year of experience in sales and marketing, for tourism preferably;</li> <li>▪ Practical working experience with INGOs or development projects is an advantage.</li> </ul>
<p><b>Technical knowledge/skills</b></p> <ul style="list-style-type: none"> <li>▪ Good communication skills, both verbally and written;</li> <li>▪ Ability to manage and nurture relationships both internally and externally;</li> <li>▪ Good analytical and negotiation skills;</li> <li>▪ Good teamwork, interpersonal, and presentation skills;</li> <li>▪ Willingness and ability to travel on field trips on a regular basis;</li> <li>▪ Flexibility including a willingness to learn and adapt to new situations;</li> <li>▪ Good computer skills (Word, Excel, Power Point, internet);</li> <li>▪ Experience in customer servicing and customer database management is an advantage;</li> <li>▪ Experience in managing websites and social media pages is an advantage;</li> <li>▪ Experience in working with graphic designers is an advantage.</li> </ul>	
<p><b>Language</b></p> <ul style="list-style-type: none"> <li>▪ Fluent English and Vietnamese, both spoken and written.</li> </ul>	