

MARKETING & CUSTOMER SERVICE OFFICER

JOB DESCRIPTION

As a marketing and customer service officer, you will have to deal with two types of clients: retailers who are selling O-We Water and final consumers who are drinking the water. Your main mission is to support the sales team to increase our sales and ensure a positive customer experience at all times.

1. Marketing support to the sales team

- Customers understanding: spend extensive amount of time on the field with the sales team first to visit our customers and final consumers to understand their needs and pain points
- Propose to the sales team a relevant and ready-to-use range of marketing and sales activation materials to grow their sales:
 - o Documentation: update existing documentation & propose additional (flyers, leaflets...)
 - o Tools: reordering and developing tools to help resellers generate more sales and increase O-We brand visibility (banner, standee, poster...)
 - o Gifts: reordering and developing new gifts that are attractive and useful for our customers
 - o Medias: supervising the production of marketing materials such as photo and video shooting or also the creation of a O-We song
- Planning and managing a sales activation & promotion plan throughout the year (Têt, Valentine's day, Christmas ...) and create a detailed budget of these future actions.
- Conducting benchmark of competition practices in terms of marketing & communication practices to ensure the relevance of O-We content to our audience

2. Social media and website:

- Leading the community management animation and strategy for our own channels and those of our partners and ambassadors:
 - o Being creative and proactive in creating posts (infographics, videos, poll, pictures)
 - o Increase organically the audience of our pages
 - o Creating new social media channels such as Zalo, Instagram or Youtube
- Running campaign of Facebook ads (internally or with external supports) to increase the visibility of both O-We brand and the one of our resellers. Being able to produce a detailed budget for it.
- Updating and continuously improving O-We website with new ideas, contents and datas.
- Reporting and analyzing the performance of our digital channels and being able to improve the strategy accordingly.

3. Customer service management:

- Responding promptly to customer inquiries and resolving customer complaints.
- Communicating with customers through various channels such as phone, social medias or even following the delivery and sales team to meet them in person
- Keeping records of customer interactions, transactions, comments and complaints to be able to reward in a precise and relevant way