

## Marketing and Communication Manager

Location: Entobel HCMC office.

### **YOUR ROLE:**

The Marketing and Communications Manager is responsible for the development and supervision of all marketing and communications strategies for the company. You will oversee the development of goals, strategies, and implementation plans to execute comprehensive marketing campaigns to promote our company's brand and products.

### **YOUR RESPONSIBILITIES:**

- Develop and execute marketing and communication plans and campaigns that align with the company's goals and business objectives.
- Collaborate with cross-functional teams, including sales, creative, and event teams, to deliver integrated campaigns across various channels, including email, social media, digital advertising, and print materials.
- Manage the company's online presence, including the website and social media channels, and ensure content is up-to-date and engaging.
- Develop and manage relationships with key stakeholders, including media, and other partners, to drive brand awareness and customer acquisition.
- Plan and oversee events, including trade shows, conferences, and product launches, to promote our brand and products to target audiences.
- Monitor and report on the effectiveness of marketing and communication efforts, using data and analytics to inform future strategies.
- coaching as needed.

### **WHAT WE NEED FROM YOU**

- Bachelor's degree and above in Marketing, Business, Economics, or a related field.
- At least 5+ years of experience in a similar role (preferably Marketing and Communication Manager)
- Proven track record in press relations development (national, regional, and global) and strong knowledge of digital marketing practices and techniques.
- Proven track record in corporate communications.
- Experience in the agritech and life science industry is a plus.
- Excellent leadership, communication, and decision-making skills.
- Excellent written and verbal communication skills in English and Vietnamese.

### **ABOUT ENTOBEL:**

Entobel is a Singaporean-based biotech company that aims to close the global food system's loop by upcycling low-value biomass into functional ingredients thanks to insects. From our existing site located in Dong Nai province, the first one of its kind certified ISO 22000 since 2020, we have been the largest insect exporter from Asia for pet food applications to the US and other countries.

The focus of Entobel remains a strong and aggressive penetration on the aqua market in Asia, especially Vietnam, and particularly for all stages of shrimps and some fish species including seabass while developing and leveraging premium applications globally (petfood, aqua in the US, EU, Japan, etc.)

The product has been tested with all the major feed mill players with very good feedback on overall performance as well as on potential functionalities such as palatability (higher feed intake) and health (challenge tests showing higher survivals for insect meal-based feeds). Driven by increasing demand, Entobel is scaling up its activities with the construction of a new site allowing it to produce 10.000MT of high-quality insect protein per year by the end of 2023.

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