



Company: Spark Prep (Vietnam)

Position: Marketing Coordinator; Hanoi Office

Type: Full-time

Requirements: 3+ in Digital Marketing, Advertisement, and Lead Generation, English and Vietnamese Business Fluent

Position begins: Immediately

Company Overview:

Spark Prep offers a full service, holistic, values-based approach to admissions coaching, academic tutoring, and test preparation. We work with students throughout the US and South East Asia, on both undergraduate and graduate admissions.

Our goal – and the commitment we make to our students – is for education to serve as an opportunity to clarify a student’s values, refine goals, and begin his or her growth process into adulthood. We ask big questions in order to provide a meaningful investigation into the development of each student’s character.

Our students are academically superlative, incredibly hard working and diligent, and come with high standards for success. Many of them expect to apply to top-tier American universities and past students have been admitted to Harvard, Princeton, Yale, Brown, Columbia, Penn, Stanford, Dartmouth, UChicago and world-renowned business programs including INSEAD, LBS, NYU–Stern, Boothe, Anderson, Columbia and Wharton.

Position Description and Responsibilities

Develop and execute integrated marketing campaigns to drive audience engagement and lead generation

- Digital and physical ad spaces
- Public Relations
- Referral network
- Program sponsorships

Online and digital marketing properties build out and maintenance

- Blog content development, editorial calendar development
- Facebook ad oversight, audience build-out
- Website optimization (tripwires, lead generators, etc.)

Product branding and marketing materials

- Work in collaboration with program development team on copy, product/service branding, and delivery strategies
- Ensure that English-Vietnamese copy is consistent and contextually appropriate

Candidate Qualities

You must be driven, creative, and enterprising; be able to think outside the box, take initiative, buck convention; think critically and strategically, and be able to succeed collaboratively.

For consideration please send your resume to: info@sparkprep.com