JOB DESCRIPTION
Market Research & Innovation Training Trainee

ABOUT THE BLUE OCEAN

The Blue Ocean is a consulting company established in 2019, with a mission to support ambitious companies in building and scaling their businesses.

We are a team of experienced practitioners and passionate talents committed to providing practical and relevant solutions tailored to each client's context, helping businesses strengthen their capabilities and achieve sustainable growth.

Our areas of expertise include:

- Go-to-market Strategy
- Growth Strategies (Sales, Marketing, Branding, Distribution...)
- Business Process Improvement
- Innovation Capability Development
- Professional Capability Development

Visit our website

ABOUT THE ROLE

We are looking for a Market Research & Innovation Training Trainee to work alongside experienced consultants on market research projects and innovation capability-building programs for leading businesses and corporations in Vietnam and globally.

The Trainee will support the design and execution of research, from data collection and analysis to developing insights that address real-world business and market challenges. The role also involves supporting experts in designing and delivering innovation training programs for enterprises.

Through hands-on project experience, the Trainee will develop strong research, analytical, problem-solving and business acumen, while gaining practical exposure to how businesses identify opportunities and drive innovation.

WHAT YOU WILL DO

Trainees will support project delivery under the guidance of Executives and Senior team members, with responsibilities including:

A. Market Research

- Understand and analyze client needs, business questions, and project requirements.
- Develop appropriate research approaches and methodologies based on the context and objectives of each project.
- Conduct desk research and cross-reference multiple sources to understand, analyze, and assess the research topic.

- Translate research findings into deliverables such as insight reports, infographics, presentation decks...

B. Innovation Research & Training Program Support

- Research and develop reports, newsletters, playbooks, and insights on innovation, startup ecosystems, emerging trends, and new business models.
- Develop content and learning materials for innovation training programs, workshops, and capability-building activities, including case studies, exercises, presentation decks, and other training materials.
- Support the planning and delivery of onsite training programs, workshops, events, and other related activities.
- Coordinate with trainers, experts, internal teams, and relevant stakeholders to ensure smooth program execution, including post-training activities and reporting.
- Take ownership of assigned tasks and ensure timely, high-quality deliverables.

WHO WE ARE LOOKING FOR

We are looking for someone who:

- Has a genuine curiosity about markets, business, innovation, startups, and emerging trends.
- Is proactive, eager to learn, and willing to take ownership of assigned tasks.
- Thrives in a fast-paced, collaborative environment and is open to learning through hands-on project experience.

Education Background

- Currently pursuing or recently graduated from a reputable university (preferably from FTU, UEH, RMIT, IU, etc.). Final-year students and recent graduates are welcome to apply.
- Background in Business, Economics, Marketing, Finance, or related fields is an advantage.

Skills & Qualifications

- Strong research, information synthesis, analytical, and problem-solving skills.
- Ability to structure and design professional presentation decks to communicate findings and insights clearly and effectively.
- Ability to use data analysis and visualization tools to analyze, interpret, and present information effectively.
- Strong written and verbal communication skills, with good command of both Vietnamese and English.
- Previous experience in research, innovation, startups, business projects, or related activities is an advantage.
- Knowledge of market research methods, data analysis, or statistical tools is an advantage.

WHAT YOU WILL GAIN

- **Real-world project experience:** Hands-on experience in market research, innovation research, and innovation training alongside experienced practitioners.
- **Innovation & business exposure:** Exposure to market trends, emerging technologies, startups, and innovation ecosystems through real-world projects, programs, and workshops.
- **Mentorship & professional development:** Guidance and feedback from experienced team members to strengthen structured thinking, research, analytical, and communication skills.
- **Professional network:** Opportunities to work with and learn from practitioners, trainers, experts, and stakeholders across the innovation and business ecosystem.

COMPENSATION & INTERNSHIP TERMS

- **Position:** Market Research & Innovation Training Trainee
- **Internship Duration:** 6 months
- **Monthly Gross Income:** VND 3,500,000
- **Working Arrangement:** Full-time
- **Location:** Ho Chi Minh City
- **Post-Internship Opportunity:** Upon completion of the 6-month internship, opportunities to transition to an **Executive position** may be considered based on **available headcount and performance**, with priority given to candidates demonstrating excellent performance and strong potential during the internship.

HOW TO APPLY

Please submit your CV to:

- **Email:** info.tbo@theblueoceanvn.com
- **Contact Person:** 083 9918 445 Ms. Hanh Nguyen - HR, The Blue Ocean
- **Email Subject: [TBO 2026] Market Research & Innovation Training Trainee - [Your Name]**