



STRATEGIC PLANNING INTERN

1. Job Description

- Analyze customer briefs and ask appropriate questions to clarify the goals and issues of customers/clients, thereby indicating necessary information that requires further research.
- Research, analyze and gain in-depth information about market/category/brand/consumer insights to create effective communication strategies.
- Understand and propose appropriate communication channels in developing Integrated Marketing Communication plans that answer customers' objectives.
- Work closely with internal teams (Account, Creative, Communications) to provide clear direction and inspire project teams for better proposal outcomes.
- Willing to learn new projects on media, digital and data. Regularly updated global and Vietnamese media and technology trends.

2. Job Requirements:

- Final year students or fresh graduates;
- Major in Journalism, Communication, Marketing/ Digital or have passion in Content Marketing;
- Excellent professional verbal and written communications skills in both English & Vietnamese;
- Strong attention to details with the ability to organize and prioritize client needs in a fast-paced environment;
- Strong computer skills with proficiencies in Excel & PowerPoint and other related programs;
- Full-time intern at least 6 months
- English requirement: Working Proficiency (IELTS 6.0)

3. Benefits:

- Work in a very motivated & open working environment.
- Internship allowance.
- Team Building, Company trips, bonding activities.

4. Working time and Location:

- Monday- Friday: 9.00am - 6.00pm
- FIT24 Building, No.1 Ba Thang Hai Street, Ward 11, Dist. 10, HCMC

5. Apply:

- Send your CV and Portfolio (In English) via email hr@zee.vn with title "APPLY STRATEGIC PLANNING INTERN- YOUR NAME".