



## PLANNING MANAGER

### 1. JOB DESCRIPTION:

- You will be a key player in our Planning team that are responsible for building strategies (both business and communications) for our clients that can help them achieve business objectives & goals.
- Work closely with Account Servicing teams to understand clients' business challenges, market conditions and consumer behaviors to build strategic solutions for clients.
- Conduct thoroughly market research, including analyzing industry trends, finding customer insights, and exploring competitor activities, in order to identify new untapped opportunities, setting up the foundations for the new strategic approach.
- Collaborate with cross-functional teams, such as Account Management, Creative, and Communications, to build a thorough integrated strategy across channels with highest consistency.
- Provide clear and inspiring creative briefs to the creative team or other team, ensuring alignment with strategic objectives.
- Prepare proposals and deliver outstanding presentations to clients, providing strategic recommendations and rationale for campaign strategies and support other teams in selling deliverables.
- Be the ultimate PIC for quality control of any strategy-related deliverables, ensuring everything adhering to ZEE's standards & values, and meeting client requirements.

*\*\*\* Having good tastes in life, arts & cultures, etc. is a strong advantage.*

### 2. JOB REQUIREMENTS:

- Minimum Bachelor's Degree in any field of study.
- At least 5+ years of experience working full-time in Marketing, Communications or Advertising.
- Experienced in a similar role with a strong Advertising or Marketing background is a big plus.
- Ability to conceptualize ideas into frameworks, models, charts and processes and adopt them effectively in planning.

- Have a good sense of media & digital platforms and different types of content.
- MOST IMPORTANT: Excellent critical thinking. You can comfortably transform a 1-page brief into an inspiring roadmap and full-scale campaign framework with clear connection among elements without losing the core idea.
- Language Requirement: EN - Professional, VN – Native.

### **3. BENEFITS:**

- Work in a young, dynamic, motivated & open working environment.
- Competitive salary and bonus based on the actual performance.
- 24/7 private Health Insurance.

### **4. WORKING TIME AND LOCATION:**

- Address: 4th Floor, FIT24 Building No.1 Ba Thang Hai Street, Ward 11, Dist. 10, HCMC
- Time: 09:00 – 18:00, Monday – Friday

### **5. HOW TO APPLY:**

- Send your CV and Portfolio (In English) via <https://zeecompany.talent.vn/>