



SENIOR PLANNING EXECUTIVE

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 when developing IMC plans that answer customers' objectives.
- Being able to lead projects individually and 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.
- Support Manager to train intern(s)/guide new members to improve team overall performance
- Participate in a presentation session on a project basis. Presenting a clear, coherent and attractive plan in both client and internal meetings.

2. Job Requirements:

- At least 2-3 years experience in working as Strategic Planner and involvement in projects of different categories/markets.
- Education degree – Profession – Major in Marketing / Advertising / Communications is preferred.
- Positive attitude, high responsibility and persistence to work as an individual or teamwork in a fast-paced working environment.
- Strong strategic planning mindset with sufficient understanding of the creative process, quickly comprehends the requirements of different industries, and is able to concisely put ideas into appealing presentations.
- Pay attention to details, logical and critical thinking, consumer-driven, and eager to learn/adapt new knowledge/market trends. Good time management and task management skills to ensure workload and quality delivered on time.
- Strong logical-analytical, planning, organizational, problem-solving and communication skills
- English requirements: working proficiency

3. Benefits:

- Work in a very motivated & open working environment
- Competitive salary and bonus based on the actual performance
- Social Insurance, Health Insurance as required by law
- 24/7 Private Health Insurance
- Team Building, company, bonding activities

4. Working time & place:

- Working hours: 09:00 AM – 06:00 PM, Monday to Friday
- Place: FIT24 Building, 1, Ba Thang hai Street, Ward 11, District 10 HCMC

5. Apply:

- Send us your CV & Portfolio (In English) via <https://zeecompany.talent.vn/job/senior-planning-executive-7605>