

Division/Department	: Strategic Planning Department
Location	: Ho Chi Minh City
Job Title	: <b>Planning Executive</b>
Reporting to	: Strategic Planning Manager
Other key relationships	: Client services, Project management

Level/Grade: <b>Staff</b>	Type of position:	- Working from Monday to Friday
	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	- Time: 09h00 – 18h00
	<input type="checkbox"/> Contractor <input type="checkbox"/> Intern	- Lunch time: 12h00 – 13h30

**OVERVIEW OF THE ROLE**

- A Planning Executive liaises closely with other internal departments (especially Account – Creative – Acc Depts) & external coordinators throughout campaigns on a daily basis to ensure that the event meets clients' expectation.

**ROLE AND RESPONSIBILITIES**

- 1. Planning:**
  - Performing a variety of activities to deeply understand client's briefs & detect customer insight, market, brand characters, event format, etc.;
  - Joining brainstorming & contributing creative & strategic ideas. Supporting in meeting minutes;
  - Developing proposals (parley or wholesome) under the directions of line manager & make necessary adjustments until the directions are selected by the clients.
- 2. Show Development:**
  - Developing storyline of show content pillars, including but not limited to stage performances & storyboards of the video clips;
  - Developing engagement ideas & mechanism for the event show;
  - Briefing creative & film designers to execute the visuals.
  - Working with show producers/specialists to develop stage performances following the agreed direction.
- 3. Studying:**
  - Research and study new trends or innovative case studies in Advertising & Communications that have been done locally or globally.

**SKILLS:**

- 1. Soft skills:**
  - Good time management;
  - Ability to communicate clearly both verbally & in writing;
  - Patience & Passion
  - Aesthetic, adaptable, tenacious, systematic, innovative & insightful;
  - Must be able to handle pressure well.

**2. Professional skills:**

- HARD SKILL: PPT, Excel, Word, Basic Graphic Tools;
- Strong understanding of customer & market dynamic requirements;
- Good written skills, particularly in relation to proposals & presentation;
- Good English in verbal & written communication;
- Working long hours, especially under tight deadlines.

**QUALIFICATION & EXPERIENCES REQUIREMENTS**

- Bachelor's Degree
- At least 1- year experience in Marketing, Advertising & Communications industry..
- Experience in the same position across various brands, advertising, marketing disciplines, e.g. events, activation, PR, sales promotion, digital is an advantage

**BENEFIT**

- Working in dynamic and friendly environment;
- Growing business;
- Social insurance, health insurance, unemployment insurance (Vietnamese Law);
- Participate in company's event, company trip, annual health check...
- Participate in company's training programs, self-studying program (fee supported by company)
- Salary reviewed annually.
- Attractive Net Salary Package
- 13th month salary, performance bonus,

**VCOMS CONTACT**

- Web: <http://vcommunications.vn/>
- Facebook Fanpage: [https://www.facebook.com/V\\_Communications/](https://www.facebook.com/V_Communications/)
- Youtube channel: [https://www.youtube.com/V\\_Communications/](https://www.youtube.com/V_Communications/)
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REVIEWED BY : HOANG THI NGOC THUY

Title : STRATEGIC PLANNING MANAGER

APPROVED BY : DAO MANH HUY VU

Title : GENERAL MANAGER

DATE POSTED : 15/06/2021

DATE HIRED :