

Division/Department	: Strategic Planning Department
Location	: Ho Chi Minh City
Job Title	: <b>Strategic Planner</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**

- The candidate will be expected to be a member of the Strategic Planning Team in a professional leading advertising agency whose functions are planning and directing communication campaigns for Clients.

**ROLE AND RESPONSIBILITIES**

- 1. Strategy:**
  - Get and clarify the brief from client and understand it deeply;
  - Get the right and dig down consumer insights;
  - Work together with Account and Art to win the projects.
- 2. Research Management:**
  - Desk research (collect data and analyze);
  - Conduct in-house research;
  - Manage research agency.
- 3. Presentation Creation:**
  - Create the deck logically (and beautifully);
  - Present to client;
  - Internal projects and paperwork of the Brand Strategic Planning team.

**SKILLS:**

- 1. Soft skills:**
  - Creative mind, strong teamwork skills, self-motivated, confident and energetic with a deep understanding of color theory, typography, composition;
  - Good time management;
  - Ability to communicate clearly both verbally & in writing;
  - Logical thinking and analytical skills; Look at both the big picture and details;
  - Must be able to handle pressure well.
- 2. Professional skills:**
  - HARD SKILL: PPT, Excel, Word, Basic Graphic Tools;
  - 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.

## VU GIA KHANG COMPANY

Job Description Form



### QUALIFICATION & EXPERIENCES REQUIREMENTS

- OR had Bachelor's Degree with excellence (recommended faculty: Marketing, Advertising, Communications, International Relations, Event)
- At least 1- year experience in Marketing, Advertising & Communications industry.

### 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 :