



PR/094485 | Senior Account Planner

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1516006

Industry

IT Consulting

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

January 21st, 2025 10:07

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Company and Job Overview

JAC's client, a digital marketing agency with a young, friendly working environment is hiring a Senior Account Planner.

Job Responsibilities
Sales & Client Management

- Identify and generate new business opportunities by targeting potential clients in need of online marketing services, e-commerce strategies, and integrated campaigns.
- Conduct client meetings to understand their business goals, pain points, and propose tailored solutions aligned with their marketing objectives.
- Together with strategic planner to develop compelling marketing proposals and presentations that effectively showcase the agency's services and expertise.
- Negotiate contracts and close deals to meet or exceed sales targets.

Consulting & Strategic Input

- Provide strategic consultation to clients on how to leverage online marketing tools and activities such as:
- Digital Advertising: Google Ads, Social Media Ads (Facebook, Instagram, TikTok).
- Optimization and Operations: SEO, Content Marketing, Social Media Management, Email Marketing, E-Commerce Marketing.

- Analytics and Automation: Data Analytics, Marketing Automation, Influencer Marketing, Social listening, etc.
- Recommend and implement cross-channel marketing strategies, ensuring alignment between online and offline campaigns.
- Stay updated with the latest trends in digital marketing, e-commerce, and traditional marketing, providing insights to clients and internal teams.

Collaboration & Reporting

- Work closely with the Sales Planning Manager and Board of Directors (BOD) to ensure alignment with strategic direction, identify new clients, and successfully close deals.
- Build and maintain strong relationships with clients, ensuring high levels of satisfaction and repeat business.
- Prepare regular sales and pipeline reports, highlighting market trends, customer demands, and emerging opportunities.
- Submit weekly and monthly updates to the Manager and BOD, detailing market insights, sales performance, and recommendations for new strategies and budget planning

Job Requirements

- Minimum of 3-5 years of sales experience in a marketing agency or digital marketing service provider.
- Proven track record of successfully selling marketing online services
- Strong understanding of marketing online and digital marketing channels and how they integrate with offline campaigns.
- Excellent communication and presentation skills, with the ability to articulate complex solutions clearly.
- Skilled in consultative selling, capable of identifying client needs and matching them with appropriate services.
- Results-driven, with a focus on achieving and exceeding sales targets.

Education

- Bachelor's degree in Marketing, Business, or a related field.
- Certifications in digital marketing, e-commerce, or related disciplines are a plus.

Other Requirements

- Strong client relationship management skills, with the ability to build trust and long-term partnerships.
- Self-motivated and proactive, with excellent organizational and time management skills.
- Experience working to track and manage sales pipelines.

Apply online or feel free to contact me directly for more information about this opportunity. Due to the high volume of applicants, we regret to inform that only shortlisted candidates will be notified. Thank you for your understanding.
#LI-JACVN

Company Description