



## PR/094519 | INTEGRATED PLANNING MANAGER

### Job Information

**Recruiter**

JAC Recruitment Vietnam Co., Ltd

**Job ID**

1519516

**Industry**

Digital Marketing

**Job Type**

Permanent Full-time

**Location**

Vietnam

**Salary**

Negotiable, based on experience

**Refreshed**

April 15th, 2025 15:00

### 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 is a top foreign advertising agency looking for an Integrated Planning Manager.

Location: Ho Chi Minh City

**Job Responsibilities**

- Lead digital planning and delivery of integrated campaigns for brands – To have comprehensive rationale from a consumer, data or performance perspective to deliver strong plan
- Collaborate with the different internal teams to create and deliver best-in-class digital and content-driven campaigns for our clients.
- Plan and execute media amplification and digital media advertising on key platform: Facebook, Google (SEM, SEO, GDN, Youtube), Zalo and other Ad network.
- Ensure the successful optimization of all client campaigns – including reviewing campaign performance, as well optimizing based on the continuous feedback from both the client
- Campaign reporting is carried out to the highest standards – as well as delivery of commentary, insights and actions to the client on a daily, weekly and/or monthly basis.
- Deep-dive into digital analytics to evaluate campaign performance and providing actionable insights for our clients backed by data.
- Liaise with clients to attain an ever-evolving understanding of their changing needs and adapting our approach to

digital for them accordingly.

- Stay on top of industry changes to ensure our clients are always ahead of the curve on digital and social.
- Contribute your own ideas and opinions on your client's business, how we work, and the industry we're in; establish a presence in the agency.
- Manage timely, accurately and profitably all digital suppliers

**Job Requirements**

- A minimum of 5 years hands-on strongly experience in digital media in a social or digital media agency.
- Experience in a social media or digital media agency with proven portfolio in managing social media accounts is imperative.
- Deep understanding and strong working knowledge of digital platforms and their role in forming and being part of a larger digital ecosystem.
- Experience in running digital advertising and content promotion campaigns on digital platforms.
- Possess the ability to create a well thought out, data-backed strategic plan of action for clients for campaigns and their always-on content.
- Very strong analytical skills and ability to mine large sets of data for actionable insights.
- Strong strategic and creative thinking with a passion for delivering best-in-class work.
- Extroverted with well-developed interpersonal, team building and relationship management skills.
- Excellent command of English, both verbal and written communication
- Independent, determined; loves taking responsibility and problem solving.

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

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**Company Description**