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Vietnam



PR/094592 | Senior Strategic Planner

Job Information

Recruiter

JAC Recruitment Vietnam Co., Ltd

Job ID

1523189

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Vietnam

Salary

Negotiable, based on experience

Refreshed

April 22nd, 2025 19:00

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 a Senior Strategic Planner

Location: Ho Chi Minh City

Job Responsibilities

Strategy Planning

Independently handle project from A to Z (set objectives, research, strategy development, strategy outcome delivery)

- Working with client and internal to understand and clarify the brief/ sharing from client and set the suitable objectives of the projects
- Conducting market research, collecting data and analyzing (quantitative or qualitative) to have consumer insights, market and category insights, competitors' situation and communication
- Building the (communication) strategy direction
- Hosting the Internal Briefing section with a clearly defined and convincing strategy brief to account teams, creative teams, media teams and other relating teams
- Supporting in developing the idea of marketing campaigns with other divisions if needed
- Making presentations to the clients about communication strategy

Market research/ survey (from clients's marketing strategy or campaign)

- Conducting or managing research (quantitative and qualitative), sometimes collaborating with research agency (set

research objectives, research design, manage timeline and quality of the research)

- Conducting reporting (analyzing data, making reports with chart, table, appropriate comments and implications)

Organization development

- Training or coaching to team members (necessary skills and professional knowledge)
- Updating the knowledge and trends about marketing, client's industry trends, consumer behaviors, case studies, etc

Job Requirements

- 3+ years experience in strategy planning, have 1-2 year experience in a similar Senior position is a plus
- Demonstrable experience in working experience
- Excellent written and verbal communication skills in English and Vietnamese.
- Experiencing in conducting and managing research is a plus
- Experiencing in FMCG (relating food) is a plus

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Company Description