

## RECRUITMENT: MEDIA PLANNER



### RESPONSIBILITIES:

- Media strategy, planning and executions for all digital channels
- Identify target audiences and analyze their characteristics, behavior and media habits, research and analyze media data.
- Make analysis across consumer journey from media, web and data analytics (Google analytics, Facebook insight, Media tracking tool...)
- Together with creative teams and planners, develop the best media mix and creative format for campaigns
- Allocate budgets and monitor costs
- Together with Account team, determine KPI as well as clear strategy on how to achieve them
- Set-up, automate and deploy day-to-day media operations, including optimization, tracking and reporting
- Manage campaign performance
- Assist Account team to pull together media reports at end of campaign
- Keep up to date with popular culture and trends

### QUALIFICATION:

- Be a Problem Solver with positive “I CAN DO” attitude. April believes experience can be learnt but negative “I CAN NOT DO” attitude will not lead us all far
- Strong analytical skills
- 1 year experience in a media planning
- Be stable under pressure and have strong sense of urgency
- Good English communication skills

### BENEFITS:

- Work in a very motivated & open working environment
- Basic allowance
- To be trained necessary skills

Interested candidates, please send your package of application (in English) including CV & any information if you would like us to see to [hr@april.com.vn](mailto:hr@april.com.vn). Please note that only shortlisted candidates will be informed for the next round.