

- Competitive benefits, flexible working conditions, 18 day+ annual paid leave.

## **Job Description**

### **1. ACCOUNT MANAGEMENT/ MEDIA STRATEGY/ PLANNING Operations:**

#### **Key responsibilities include:**

- Develop a media campaign approach and how everything integrates within the bigger communication strategy.
- Apply knowledge of Vietnam's media landscape and the role of digital/media channels to deliver compelling solutions.
- Help in developing the quarterly and annual media plan, budget allocation
- Manage implementation of campaigns, and collaborate with media owners, agency partners, and internal teams to ensure all deliverables and timelines are met.
- Evolve use of measurement systems to provide greater insight into ROI of media plans and ensure the team delivers on agreed KPIs.
- Ensure the financial process is followed in terms of client set-up and invoicing.
- Ownership of everyday work with end to end needs of an advertising campaign which may include optimization tasks.
- Assist the team in all aspects of servicing client requests to standards of excellence.
- Understand campaign tracking and reporting, able to execute independently with zero mistakes. Attention to detail is a key requirement.
- Assist in evaluating the results of projects to ensure they meet clients' goals and to gain learning for future planning.

### **2. PERFORMANCE ROLE:**

#### **Key responsibilities include:**

- The candidate will be trained to have understanding of all ads platforms
- Responsible for setup, monitoring, optimization, delivery, and reporting of media campaigns across media platforms like Facebook Ad, Youtube Ad, E-commerce platforms, Search Ad and Programmatic Platform, etc. Troubleshoot campaign issues and help find solutions for performance issues
- Analyze data and prepare insightful reports
- Evaluate the effectiveness of campaigns in order to improve future campaigns

## **About GroupM**