



JOB DESCRIPTION

Job title : **CREATIVE PLANNING INTERN**
Direct supervisor : SENIOR CREATIVE PLANNING MANAGER /
SENIOR CREATIVE PLANNER
Working location : 54-56 Hoa Dao St., PhuNhuan Dist., HCMC

A. JOB DESCRIPTION:

- Participate in client brief sessions and clarify brief information together with Account.
- Support /participate in in-depth interview with customers to understand their pain & gain and insight (if required).
- Research for needed information which included: Market research, Competitors review, Customers understanding and updated/new trend(s) in category that is valuable for creative planning/overall process.
- Join brainstorming sessions for Direction & Big Idea. Afterwards, support internal teams during the progress (with support from Account, Creative and Producer).
- Analyze information and come up with findings/implications that can be used for proposal.
- Support Creative Planner and team in developing overall direction and crafting project proposal.
- Join presentation sessions.

B. JOB REQUIREMENTS:

- Final year or recently graduated student
- Positive attitude, highly responsible and persistence to work as individual or teamwork in fast pace working environment
- Good time management and task management skills to ensure workload delivered on time
- Pay attention to details, logical and critical thinking, consumer-driven and eager to learn/adapt new knowledge & trends
- Must demonstrate sufficient level of professional speaking and writing skills in both English & Vietnamese
- Strong computer skills with proficiencies in MS Powerpoint and other related programs
- Optional: finish Creative/Strategic Planning's related course is a plus (AIM Academy, Bold Training Lab, etc.)

Contact information:

If you are interested in working with us, please send your CV to:

humancapital@squaregroup.com.vn

khanh.nguyen@square-vn.com