

# JOB DESCRIPTION

## Digital & Social Planner



You're a Media Planner in a typical Media Agency environment but always want to achieve more and tap into more spaces besides typical Paid Media.

You're passionate in finding creative ways to optimize for campaign performance, ensuring brands reaching out to the right audience with impact. You enjoy collaborating with influencers, content publishers & media partners to build holistic media approach rather than silos.

Whether it's creating media plans, tracking coverage, or supporting campaign execution, your work keeps everything running smoothly. If you're organized, proactive, and passionate about media, this is your chance to grow.

### YOUR ROLE IN THE HUNT

- . Crafting Media proposals & detailed plan to achieve both efficiencies & effectiveness of media investment, across key platforms (Meta, Tiktok, Google).
- . Working hand-in-hand with performance optimizer to ensure KPIs are met, and revising plans if necessary.
- . Preparing reports with implication for improvement, to be shared across internal & external teams.
- . Collaborating with influencers, PR, Social & Content team to integrate media boosting across key activities
- . Assist in coordinating campaigns, events, and collaborations between brands, influencers, and media.
- . Negotiating and managing media partnerships.
- . Handle scheduling, communication, and database management for media outreach.

### YOUR TRUE STRENGTH

- . Media Planning Skills - You have 1-2 year working experience in Digital Planning and are able to work independently from proposal to detailed plan process.
- . Strong Communication - You write and speak clearly to engage media contacts.
- . Attention to Detail - You stay on top of schedules, reports, and coverage tracking.
- . Organized & Reliable - You manage tasks efficiently and keep things on track.
- . Proactive & Adaptable - You jump in where needed and thrive in a fast-paced environment.

### THE OBLIGATORY TROPHIES

- . \$\$\$
- . Full insurance according to the laws + extra insurance
- . Paid holidays and agency trips
- . Foods, milk teas, fruits, snacks, foosball
- . Your beloved team

If you are interested in an opportunity to explore yourself and join the hunt with us, please contact us via email:

**[recruit@thehuntergroup.asia](mailto:recruit@thehuntergroup.asia)** or call us at **+84 28 6686 4141**.