

vivo

@LIFEATVIVO_ID

CLASS OF 2025 OFFICIALLY OPEN!

vTrainee

vigorous career starts with vivo





🔍 Requirements

- Minimum of Bachelor's Degree with minimum GPA 3.25/ 4.00
- Fresh graduate or maximum of 1-year working experience.
- Fluent in English both written & verbal. (ability in the Chinese language is a plus point).
- Communicative, creative, and collaborative.
- Tech-savvy and has an interest in high-technology industries.
- Leadership in organization, internship, scholarship, achievements/ awards, and/or other international exposure experience will be a great advantage.
- Ready for challenges and willing to be assigned to all areas across Indonesia.



$$a^2 + b^2 = c^2$$

$$x = \frac{-b \pm \sqrt{b^2 - 4ac}}{2a}$$



Q Brand Department

- Monitor consumer trends to keep the brand relevant, create strategic business plans aligned with company goals, and develop clear product communication guidelines
- Develop and implement innovative brand campaigns that drive awareness, engagement, and business growth
- Oversee the implementation of brand strategies, working closely with internal teams to ensure effective and efficient execution.
- Maintain & monitoring all social media, KOL contents, calendar & timeline to optimize future strategies
- Suggest and implement social media, KOL content ideas, and content production campaigns based on industry's best practices and emerging trends to bring new refreshment of content production ideation
- Supporting for community activity, including KOC operations, and monthly activity

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Q E-Commerce Department

- Responsible to drive both B2C & B2B sales through online channel (e-Commerce platforms & e-Store)
- Responsible for Official Store in e-Commerce Platforms (operated in-house), and Authorized Store in e-Commerce Platforms (operated through offline distributors).
- Responsible for campaign planning and sales generation, stakeholders management, UI/UX design management which requires coordination with the designer team, enhancing the customer journey by responding to inquiries, resolving after-sales issues, and providing knowledgeable support related to vivo products
- Collecting and analyzing customer feedback to identify trends, inform strategy, and continuously improve the online shopping experience, managing live streaming activities across various platforms to promote products and engage with customers in real-time, and managing relationships and sales strategies with e-commerce distribution clients to expand vivo's online presence and sales reach.
- Responsible for analyzing the Indonesian online market, managing online channel strategy, overseeing project operations, handling supply chain and system management, and ensuring strong sales performance throughout the product lifecycle.
- Gathering insights and analyzing market trends, this division identifies opportunities and anomalies in target consumers, competitor strategies, and data.
- Based on these insights, the division defines a clear online market vision, sets vivo & iQOO product goals and plans, and manages product strategy, pricing, and inventory.
- Defining the product's competitive positioning and medium-long term strategy. It involves setting the product portfolio strategy to align with the company's business goals and brand mindset, based on consumer and market research insights.

$$-b \pm \sqrt{b^2 - 4}$$



Q Product & GTM Department

- Determine portrait of customer through multiple research
- Oversee competitor updates, market and industrial landscape of smartphone
- Keep an updates of technology trends
- Defining a suitable target audience for each product
- Develop the best specifications and unique selling points that can fulfilled customer needs, competitive enough to win the market, and have high efficient internal product combinations
- Convey all the product plan to a precise go to market strategy, collaborate with several department including offline marketing, digital campaign and strategic partnership within a rigid timeline and suitable launch time
- Monitoring and ensure the go to market planning
- Do the post launch analysis for product evaluations and tactical strategy for market responses
- Support the breakthrough of mid - and high-end products of vivo Indonesia
- Lead to set up the timeline, monitor all the task run on time and make sure everything running well
- Fosters greater alignment across teams, ensures that the goals of projects closely align with the strategic goals from all team
- Connector between HQ, factory and all team by facilitating the communication and make a collaboration between them
- Describes factors that may cause a project not achieve the desired result

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Q Sales Management Department

- Manage Product for our Channel in terms of stock availability, demo-live, and sales strategy
- Communicate and Coordination with our Channel and Distributor.
- Analyze data for strategic planning
- Develop and implement retail strategies for vivo IOT, accessories, third-party products, and value-added services to drive sales and profitability
- Optimize in-store display, promotions, and sales training to enhance customer experience and improve conversion rates
- Monitor sales performance, analyze data, and adjust strategies to achieve business targets
- Work closely with product, marketing, sales, and supply chain teams to ensure smooth execution and inventory management
- Manage third-party product partnerships and optimize SKU selection to enhance category competitiveness

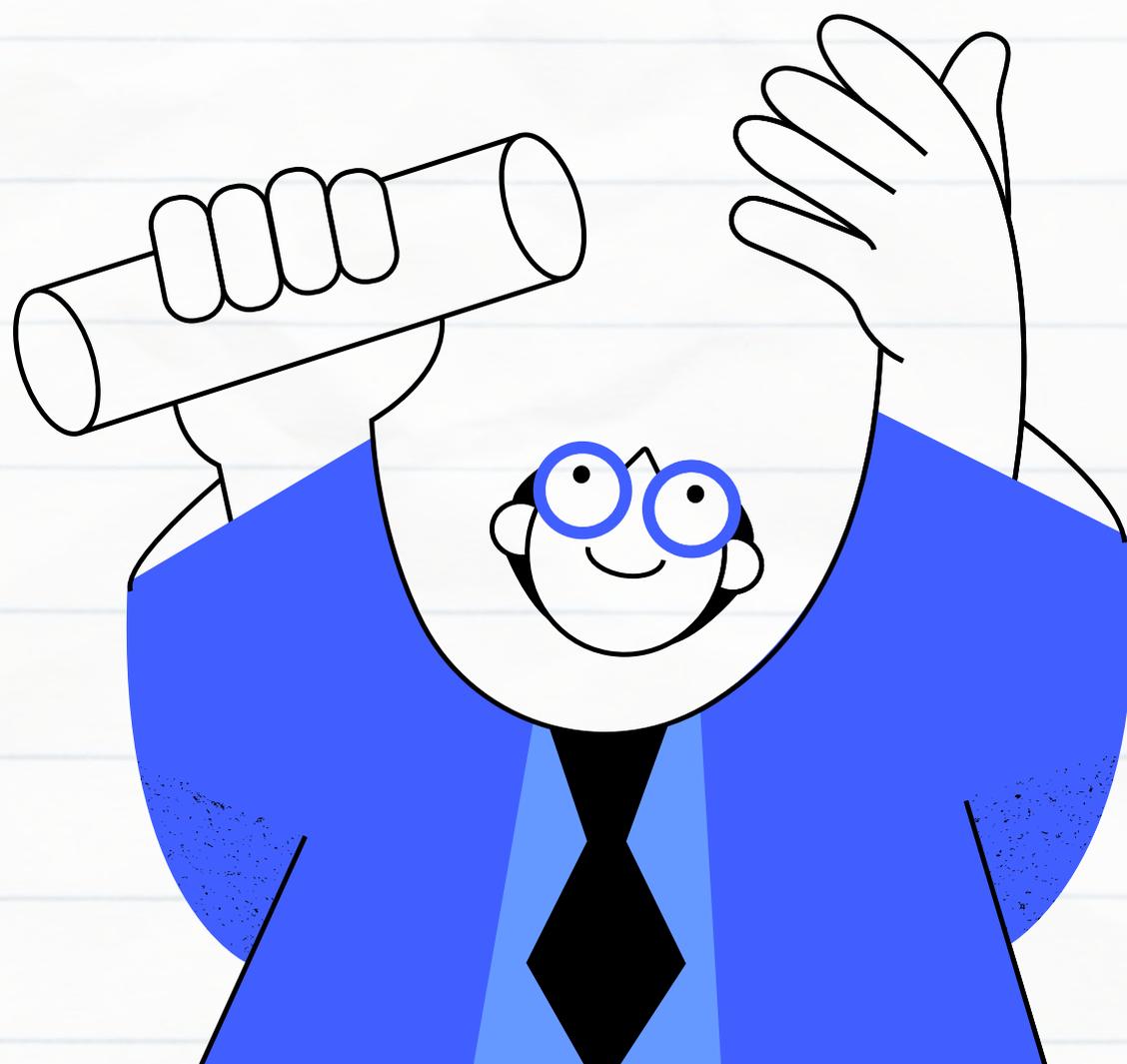
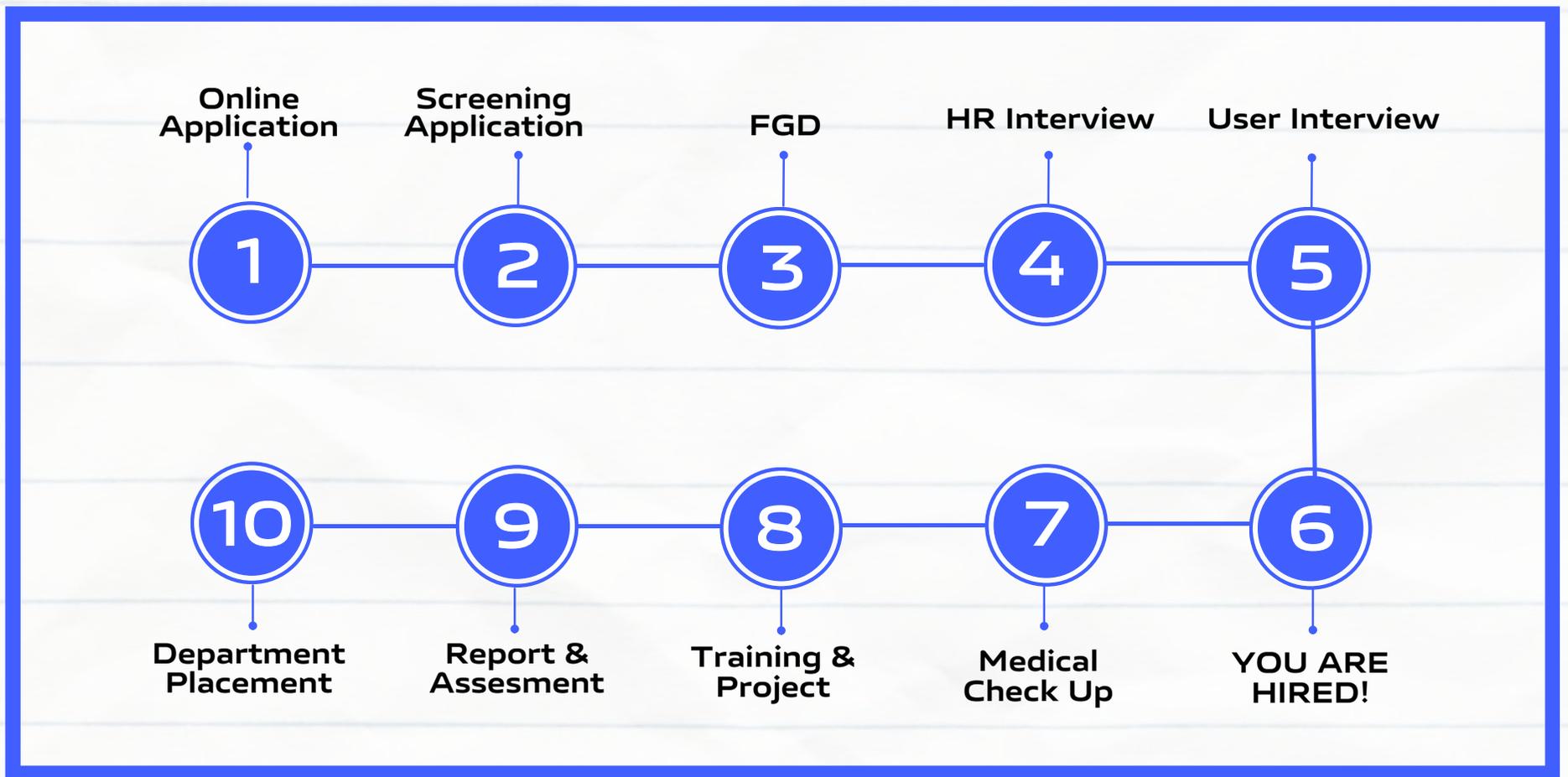
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vTrainee Journey

$$a^2 + b^2 = c^2$$



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APPLY NOW!

DEADLINE APRIL, 30th 2025

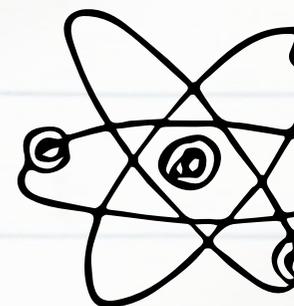


<https://tinyurl.com/vTrainee2025>

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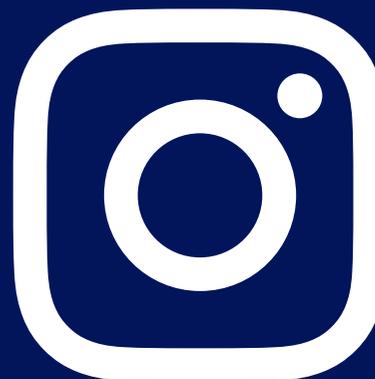
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