

Telefónica

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Profession: Planner



think
big

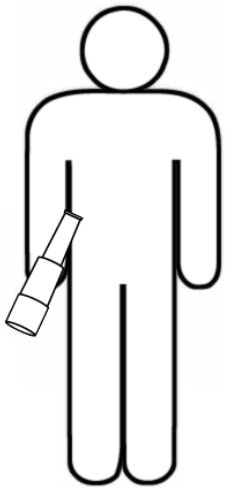
is a Telefónica Foundation Programm

start
small

Profession:

Planner

The strategic visionary of the app



Skills & Abilities:

- Understanding of people
- Thirst for information
- Communication skills
- Creativity

Educational Prerequisites:

Normally it is expected that prospective Planners can show they have spent a couple years studying in media/communication, business and management, marketing, advertising, journalism, statistics, and/or psychology – ideally with the appropriate corresponding degree.

Job Details:

As a Planner you'll find out what the needs of the populace are. You research how a product (or an app) needs to be put together so it can be successful. Afterwards, you will fill in the concept designer to your findings so that they can develop the product. You should always provide defined goals that can be met within a given budget.

Future Opportunities:

Entry-level salaries in the occupational field of strategic planning are comparatively low – around 25.000 euros a year on average. Everything depends on occupational experience for the salary. With a few years of occupational experience a yearly salary of 45.000 euros is possible, and further on, with a bit of luck, you can crack the 100.000 mark.

Since the market is constantly evolving, Planners will continue to be highly sought after skilled workers – many companies are slow to realize the value of planning for the future.

