



ストラテジーダイレクター/STRATEGY DIRECTOR 【ビジネスレベル英語歓迎】

メディア運用経験者歓迎

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1406448

Division

EssenceMediacom

Industry

Advertising, PR

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Train Description

Yamanote Line Station

Salary

Negotiable, based on experience

Refreshed

June 21st, 2024 02:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

DESCRIPTION

<Position at EssenceMediacom>

The Strategy group at EssenceMediacom is focused on moving the discipline forward into a new era of insights and business solutions. You'll find all of the usual Strategy responsibilities apply: inspiring and applying cultural, audience, market and

product insights to answer our clients objectives; creating robust comms strategies and tactics; and working with our internal teams and partner agencies to present the best and most interesting ideas.

On top of all of that, we push for more.

We puzzle over new data sets, new signals from social platforms, new ways to design creative assets, new testing structures, and new ad products for our clients. It's all new, unknown and just waiting for us to figure it out.

Day to day? You're operating as the main strategic point of contact across a few product, brands and many campaigns - under the leadership of VP Strategy APAC, all while doing research, formulating insights, brainstorming new ideas and reviewing data with serious rigor.

Core Responsibilities:

- We'd like you to be a trusted resource and partner to our clients, especially their strategy and innovation leads, not afraid to have the tough conversations when necessary, but also willing to adapt to their needs. You should enjoy working at the edge of what is known in our industry and fueled by trying to figure it out. Ideally you're passionate about your career, and are still a good time if we're stuck at an airport for a few hours.

We emphasize behaviours. We value emotional intelligence, curiosity, collaboration above all else.

We are looking for a person that is comfortable doing their own research, as well as pulling out and presenting the key insights and ideas. Some days you will be presenting your ideas to clients, and some days you will be providing others with ideas to present. You will feel supported and support others in return.

- Evangelize the practice and its value proposition in Japan
- Take the lead in developing/ co-authoring briefs for key clients
- Identify key audiences - sizing and profile using data points, to determine whether given audience can achieve the client's business objective
- Within the aligned audience(s), identify key human truth (insight) using data (quantitative/ qualitative) that leads to a communication platform that demonstrates what a brand should be saying to them and how it should be behaving in media to drive the change in perception/ behavior (from/ to)
- Build and grow senior client relationships - become the client's consultant (not limited to campaigns and briefs, but business, communication including content and media), in particular Marketing Directors and CMOs
- Ability to identify client's challenges and provide smart solutions
- Work on non-campaign projects such as brand portfolio, brand positioning, GTM strategy as necessary (not necessarily need to have skill sets to do all)
- A great collaborator - work with, just to name a few:
 - Analytics: to consult on measurement/ learning agenda, consult on learning & implications, and take the learning and apply to the next project
 - Client Services: day to day counterpart from insights into the client's needs and upcoming projects
 - Planning: most collaboration happens here. Work together to develop communication strategy from which Planning can develop tactical media plans, ensure strategy stays a "common thread" throughout tactical planning and idea presentations
- Be the in-agency/ external expert of category and consumer trends (especially media related but not limited to), and apply that knowledge to strategy

Required Skills

A bit about yourself:

- At least 12 years of relevant experience (strategy, research, insight)
- Prior experience working on global brands and presenting strategies to senior stakeholders
- Above average understanding of media (possible past life).
- Strong understanding of the Japanese market - media, audiences and culture.
- Working knowledge of market and audience research tools
- Basic understanding of Facebook, Google, Twitter, LinkedIn etc and how we can use data from these platforms for insights.
- Vision for where communications strategy and the wider marketing industry is going
- More analytical than creative, yet strong in both.

労働条件

- 勤務地：恵比寿ガーデンプレイスタワー
- 契約期間：期間の定めなし
- 試用期間：あり（3カ月）
- 就業時間：就業時間：9:00～18:00（休憩1時間含む）
- 休日：土日祝日、年末年始休日、企業が定める休日
- 社会保険：健康保険、厚生年金、労災保険、雇用保険
- 福利厚生：確定拠出年金、生命保険、所得補償保険など

About EssenceMediacom:

We are a global communications agency leading with breakthrough thinking, building explosive growth for brands, and helping our clients see the bigger picture. Our daring global network of 10,000 influencers help our clients breach traditional

boundaries in media, uncover novel ideas, and unleash exponential growth. EssenceMediacom challenges conventional thinking to build, propel, and supercharge our clients' businesses at scale and lead our industry in critical areas such as diversity, equity, inclusion, and sustainability.

EssenceMediacom understands that our people are tasked with big goals: building breakthrough growth for brands and leading with breakthrough thinking in our industry. Our people are at the heart of this work because their ideas will enable us to decode the intersections of people, content, and technology to bring our aspirations to life. Our success is down to our eclectic, diverse, and talented people. EssenceMediacom is a place for us to grow our careers and expand our horizons. EssenceMediacom is committed to building an agency culture that supports our people, puts diversity at the forefront of our operations, and creates opportunity for all. This collective culture will be our "new power" where ideas are freely exchanged, and collaboration is actively encouraged in a place where you can innovate in our hyperconnected world.

About Japan:

Japan is both the world's third-largest media market and third-largest e-commerce market. As one of the first markets to develop a full mobile e-commerce ecosystem circa 2001 to 2002, Japanese digital consumers are experienced and discerning; digital marketing campaigns are sophisticated, multi-layered labor of love. While growth is lower in this mature market, e-commerce is projected to increase by 12% in 2016, 11% in 2017 – emerging technologies are driving substantial growth. Programmatic spend across all devices has seen a 156% increase between 2012 and now, with mobile Programmatic spend expected to grow 174% between now and 2017. If you want to excel in a mature, refined media advertising atmosphere and reach savvy consumers with equally-savvy media plans, Japan is the place to be.

GroupM is an equal opportunity employer. We view everyone as an individual and we understand that inclusion is more than just diversity – it's about belonging. We celebrate the fact that everyone is unique and that's what makes us so good at what we do. We pride ourselves on being a company that embraces difference and truly represents the global clients we work with.

Company Description

WE ARE SHAPING THE NEXT ERA OF MEDIA. EVERY DAY.

MINDSHARE, WAVEMAKER, ESSENCEDIACOM, AND M/SIX—OUR AGENCIES ARE THE FRONT LINE TO A NEW ERA OF MEDIA STRATEGY AND INNOVATION.

And because we have three of the top five global media agencies and \$63 billion in annual media spend, we provide access and scale everywhere our clients do business. Intelligent and imaginative, we create, integrate and scale technology-enabled services with premium partners, including Google, Facebook, Amazon and more. Our approach earns us award-winning work and helps our clients' businesses grow.

5 KEY THINGS WE DO

- **CLIENT SERVICE**

Through consistent quality, simple, structure, and outcome focused, premium client service is our primary duty. Our service principle is singular: when clients win, we win. Simple in structure, consistent in quality, and laser focused on business outcomes, premium client service is our primary duty. Our clients benefit from our scale which represents \$63B media billings in the global marketplace (COMvergence, 2019).

- **MEDIA STRATEGY**

We have a precise understanding of our audiences and the value brands can bring to them. Our focus is in engaging the consumers that matter most to our clients' businesses. We have a modern and precise understanding of our audiences and the value brands can bring to them. As populations and consumers transform around the world, we make advertising work better through cultural and data-based insights and sound media strategies.

- **MEDIA INVESTMENT**

Through modern investment services, we put money against goals that move businesses forward. Combined with GroupM's global scale, our media investments – guided by brand safety, leading privacy principles and premium relationships – represent 1 out of 3 ads in the global marketplace. Through modern investment services, we put money against goals that move businesses forward.

- **DATA SCIENCE**

Our evolving data and ID-based solutions are our strategic, competitive advantage. We're future-proofing our audience-based planning through "synthetic" data. While no silver bullet technology will meet every media challenge, our perspective on client data augmentation provides an alternative identity-based solution.

- **TECHNOLOGY DEVELOPMENT**

Our unified technology and data approach harness advanced analytics to build the future of media. GroupM's technology mission is two-fold: Use our scale to provide tested and effective products for clients and create a unified technology and data approach that helps brands deliver the future of media today.

BUSINESSES

OUR BRANDS ARE OUR SUCCESS

Unique in services, culture and ideas, each brand is a leader in their field. Through a range of leading businesses in

advanced TV, AI-driven programmatic, eCommerce and more, we leverage our collective intelligence to make advertising work better in the world.