



シニアプランニングエグゼクティブ/SENIOR MEDIA PLANNING EXECUTIVE

メディアプランニング経験必須

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1463948

Division

EssenceMediacom

Industry

Advertising, PR

Company Type

International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Train Description

Yamanote Line, Ebisu Station

Salary

6 million yen ~ 9 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Holidays

土日祝日

Refreshed

July 5th, 2024 03:00

General Requirements

Minimum Experience Level

Over 3 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

About EssenceMediacom

Essence, part of GroupM, is a global data and measurement-driven media agency whose mission is to make advertising more valuable to the world. Clients include Google, Flipkart, NBCUniversal, L'Oréal and the Financial Times. The agency is more than 2,000 people strong, manages \$4B in annualized media spend and deploys campaigns in 121 markets via 21 offices in APAC, EMEA and North America. Visit essenceglobal.com for more information and follow us on Twitter at @essenceglobal.

The Role Objective

This is an opportunity to work on world class brands, seeking growth and breakthrough in Japan.

The Digital Manager is responsible for delivery quality and innovative digital media plans - based on strong rationale, numerical analysis and understanding of digital channels in Japan media ecosystem, to fulfil clients' marketing and campaign objectives.

You will manage the day to day running of clients' digital media activities on platforms such as Google, Yahoo, Meta; working with our implementation teams to ensure the highest standards of campaign settings, targeting and optimization. You will have an end-to-end oversight of campaigns – from planning, activation, optimization, measurement and final campaign analysis.

You will serve as an expert to clients, and provide guidance to junior team members.

Responsibilities:

Strategic Skills

- Support the Client Lead by providing expertise on specialist area
- Support the Client Lead in developing the digital communication planning discipline
- Provide insight and analysis to the Client Lead to support the development of data driven strategic recommendations for the client
- Knowledge of Digital landscape
- Negotiation on tie-ups, long term buys
- Creative/ co-creation with publisher partners
- Recommended best digital mix

Client Relationship

- Develop strong relationships with clients, be their go to person for anything digital.
- Work with wider teams (including performance marketing, biddable and programmatic) to ensure regular reporting that serves the client's needs.
- Anticipate the client's needs and set up internal process to meet / exceed them
- Lead on relevant part of client meetings, QBRs, etc.
- Keep your client leads up to date on social best practices - content, platforms, and tools within the paid social ecosystem.

Operating and Technical Requirements

- Work closely with the Client Lead and the Strategy team to produce best in class campaign strategy, plan and rationale documents, for both digital and offline media.
- Lead in planning, buying, negotiating, executing and optimising campaigns according to the briefs.
- Lead the delivery of measurement, analysis and reporting of all digital media campaigns and feeds this intelligence and insight back into the optimisation of campaigns and activity
- Coordinate with Senior Planner/Buyer and Media Exec to ensure campaign planning and buying are on target and meeting client expectations.
- Work with client to implement all technologies that are required (ex: tracking, audience measuring, 3rd party verification).
- Establish and deliver tracking of campaigns status and update clients in a structured and timely way.
- Analyse data with the support of the team and deliver insights that adds value for future campaigns
- Work with the digital planners to deliver digital competitive reviews with insights about competitor's activity for the selected markets.
- Lead briefing process and discussions with media partners.
- Review partner proposals and take lead role in shaping them to align with campaign objectives and ensure the strategy has been fulfilled.

Team Player

- Mentor and provide direction to junior team members.
- Flags up any serious performance issues immediately and seek help to manage them accordingly.
- Contribute and improve the quality of the teams' work output.

Key Performance Indicators:

- **Product:** outstanding plan execution & operational excellence. KPI Digital Specific KPIs
- **Client:** satisfaction, retention and growth, contributing to a high TRR score for Digital Planning. KPI TRR score
- **People:** identification and retention of high performers, team engagement at all levels. KPI 360 scores, retention of team
- **Commercial:** client profitability. KPI Client profitability target
- **Personal development:** positive My360 feedback from manager, peers and clients.

Required Skills

A bit about yourself:

- 5+ years progressive experience in digital marketing/media experience.
- 3+ years of senior experience on a similar role.
- Ideally Degree educated in a business, numerical or analytical degree e.g. economics, mathematics, statistics or engineering.
- Numerate and analytical.
- Bilingual preferred; Japanese and English; with fluency in one language and basic/business communication in the other.
- PC literate (Excel, PowerPoint, Word).
- The ability to delegate, up and downwards, to coordinate between groups and departments and to be able to sell strategies, initiatives and ideas convincingly

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（6カ月）
- 就業時間：就業時間：9:30～17:30（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

GroupM's newest and largest agency – delivers marketing breakthroughs for their clients. Disrupting the old models across media, creative, innovation and analytics, the agency has been built to find new opportunities for brands and deliver truly integrated media solutions.

Composed of 10,000 people across 120 offices globally EssenceMediacom combines Essence's performance, data, analytics and creative technology DNA with MediaCom's scaled multichannel audience planning and strategic media expertise.

The agency includes an enviable global client roster, which includes adidas, Bayer, Dell, Google, Mars, NBCUniversal, PlayStation, Procter & Gamble, The Coca-Cola Company and Uber, and will be responsible for more than \$21bn in global media billings.

EssenceMediacom Creative Futures works at the intersection of data and technology, media and creative to drive relevance from brands. Not disruptive or annoying, we strive to reshape how brands connect with consumers by creating advertising that is relevant and useful to the end user. Our data-driven and insight-led approach truly delivers on the promise of 'right moment, right message'.

Visit essencemediacom.com for more information and follow us on Twitter at @essenceglobal.

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