



シニアプランナー/SENIOR PLANNER 【ビジネス英語レベル歓迎】

メディアプランニング経験必須

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1477099

Division

EssenceMediacom

Industry

Advertising, PR

Company Type

Large Company (more than 300 employees) - 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 ~ 8 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Holidays

土日祝日

Refreshed

June 25th, 2024 01:00

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

The Role Objective

The Senior Planner is primarily responsible for consistent excellent plan recommendations for the brands in their categories and delivering high quality, fully integrated plan executions & operational excellence. The Senior Planner has a deep understanding of the category & brand challenges, turns business objectives into communications objectives and defines clear KPI's for each brief.

Responsibilities

Strategic Skills

- Support the Client Lead by providing expertise on Planning
- Provide insight and analysis to the Client Lead to support the development of data driven strategic recommendations for the client

Client Account Management

- Act as a client contact for the assigned categories and form close relationships with the client to become the face of EssenceMediacom in front of the client
- Work with wider teams (including performance marketing, biddable and programmatic) to ensure regular reporting that serves the client's needs.
- Keep your client leads up to date on best practices and industry trends

Operating and Technical Requirements

- Develop consistent excellent plan recommendations for brands in the assigned categories & related Operations staff to deliver outstanding plan execution & operational excellence
- Forge and develop solid working relationship with the internal team at EssenceMediacom and GroupM, developing multi-channel plans and responses to client briefs with the other colleagues/teams
- Prepare consumer insight and competitive reports interpretation and key learnings
- Complete and publish planning reports accurately and on time
- Collaborates closely with buying/implementation teams within the company as to maintain a campaigns delivery throughout the year within agreed KPI's (e.g. reach objectives)
- Contributes to client profitability based on operational efficiency as well as recognizing & developing opportunities to grow out of scope services (like Insights) and related revenues

Other Areas

- Participate in workshops, training sessions and team building events.
- Deliver best practice day to day project management.
- Demonstrate an understanding of the media and technology developments that influence performance planning and clients' business.
- Be an advocate of continuous improvement, enthusiastic and positive with a "Can Do" attitude Flags up any serious performance issues immediately and seek help to manage them accordingly.

Key Performance Indicators

- Product: outstanding plan execution & operational excellence. KPI TBC
- Client: satisfaction, retention and growth, contributing to a high score for strategy and activation planning in agency evaluation. KPI TRR score
- Personal development: positive My360 feedback from manager, peers and clients.

Required Skills

Education, skills, and behaviors

- 3+ years of experience on in a similar or related 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 skills in the other.
- PC literate (Excel, PowerPoint, Word)
- Strong target orientation e.g. very results driven, ability to work effectively to targets

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
- 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

More 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