



プランニングマネージャー/PLANNING MANAGER 【ビジネスレベル英語歓迎】

メディアプランニング経験必須

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1477100

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

7 million yen ~ 9 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

June 25th, 2024 01:00

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

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. 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](https://twitter.com/essenceglobal).

The Role Objective

The Planning Manager is primarily responsible for consistent excellent plan recommendations for the brands in their categories and delivering high quality, fully integrated plan executions & operational excellence.

This is a leadership role, supporting the client lead in managing the account in a fast-changing, highly complex target audience environment.

Responsibilities

Strategic Skills

- Support the Client Lead by providing expertise on media planning
- Provide insight and analysis to the Client Lead to support the development of data driven strategic recommendations for the client
- Strong digital foundation, with hands on familiarity on digital media execution, is a plus

Client Account Management

- Develop strong relationships with clients, be their go to person for Planning expertise
- Work with wider teams (including performance marketing, biddable and programmatic) to ensure regular reporting that serves the client's needs.
- Lead on relevant part of client meetings, QBRs, etc.

Operating and Technical Requirements

- Coordinate & complete annual plans for all brands for the assigned categories.
- Turn business objectives into comms objectives and define clear KPIs for each brief
- Data oriented, able to navigate various platforms to query and generate necessary reports on competitive spends, consumer behavior, relevant category data and campaign performance
- Review consumer insight and competitive reports interpretation and key learnings (aggregate and integrate research data in the plans)
- Develop consistent excellent plan recommendations for brands
- Use Essence Mediacom's planning tool - The System and encourages uptake within wider Essencemediacom
- Drives innovation that is founded in clear audience insight
- 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)

People Management

- Work collaboratively with team members. Mentor and provide direction to junior members
- Provide regular feedback (both positive and constructive) to the team on a regular basis.

Other Areas

- Participate in workshops, training sessions and team building events.
- Deliver best practice day to day project management.
- Financial control of client's business in conjunction with Account Manager (payments, invoices, reconciliations, PO tracking etc.)
- 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
- Commercial: client profitability. KPI Client Profitability target
- Personal development: positive My360 feedback from manager, peers, and clients.

Required Skills

Education, skills and behaviors

- 5 + 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 skills in the other.

- PC literate (Excel, PowerPoint, Word)
- Demonstrable strong strategic planning skills and experience
- Experience in implementation planning
- Proven track record in the relevant sector with category management experience
- Strong analytical skills to identify consumer journey planning

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：フレックスタイム制（標準勤務時間 9:30～17:30 休憩1時間含む、コアタイム11:00～15:00）
- 休日：土日祝日、年末年始休日、企業が定める休日
- 残業：あり（月60時間の固定残業手当を支給）
- 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 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