


MINDSHARE | SENIOR MEDIA PLANNER ◆ 2~5years of experience

Business lvl Japanese/N2+ are welcomed

Job Information
Hiring Company

GroupM Japan K.K.

Job ID

1484651

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

4 million yen ~ 6 million yen

Refreshed

January 21st, 2025 02:00

General Requirements
Minimum Experience Level

Over 1 year

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 Mindshare

Mindshare is a media services company that accelerates Good Growth for its clients. Our company values of energy, empathy and impact bind together our diverse global family of 10,000 people from every culture and with every specialist skill you can imagine. You can check out some of our people's stories on LinkedIn or Instagram or hear about the company in their own words here. Mindshare is part of GroupM, the world's leading media investment company, and WPP, the world's largest advertising holding group.

Our 10,000 people work with some of the world's best brands and companies to accelerate their growth. In 116 offices across 86 countries we integrate brand and demand, ruthlessly focus on outcomes and create the unexpected. We manage \$24bn in billings and are the largest media agency in GroupM, WPP's Media Investment Management arm, which is the #1 media holding group globally with billings of \$63bn (Source: COMvergence 2019).

Hear our stories (and join us) at www.mindshareworld.com and follow us at: WeChat ID: Mindshare China; Instagram and X: @mindshare; Facebook: facebook.com/mindshare and LinkedIn: LinkedIn.com/company/mindshare.

The Role Objective

Senior Planner will be the point of contact for the client in delivering integrated communication solutions with support from manager. Your core responsibility will be to support delivering media planning of holistic campaign including off & online (mainly online). This starts with basic understanding the client brief and ends with post campaign analysis & learnings.

Responsibilities:

- Contribute to campaign strategy development as a part of the team.
 - Prepare and help present (both internally & to the clients) media plans with manager by building rationale & KPIs of holistic campaign including off & online. (mainly online)
 - Work with the team to ensure error free implementation of media plans with timely manner.
 - Manage day-to-day plan changes/maintenance of media plans.
 - Track, analyze, & report competitive activities across all media channels
 - Build client relationship.
 - Business level English (writing/ reading /speaking) or strong intention to improve English skills
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Required Skills**What you'll bring:**

- Experience in media planning or relative field (any marketing field, etc.) with at least 2~5 year.
- Collaborate with the team to grow analytical, communications, and presentation skills.
- Attention to detail and quality control with the ability to meet aggressive deadlines.
- Possess can-do attitude and is eager to learn and collaborative.

3 best things about the job:

- A chance to work in a truly global media agency with 100+ offices globally, get to work in one of the world's most successful, global and respect media agency networks which promotes flexible work arrangement and hybrid working style.
 - Exposure to the end-to-end communication planning process collaborating with the client, partner agencies and other specialists
 - Learning how to improve marketing ROI while using the best in class tools, but also being encouraged to take initiative to develop your own ideas
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Company Description