



## ESSENCEMEDIACOM | SENIOR ANALYTICS MANAGER

### Job Information

**Hiring Company**

[GroupM Japan K.K.](#)

**Job ID**

1484652

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 10 million yen

**Refreshed**

July 23rd, 2024 00:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**About MFG**

Media Futures Group (MFG) is a part of EssenceMediacom, the largest agency within GroupM with 10,000 employees in 125 offices, handling close to \$25bn in billings. The merger brings together the data and performance driven digital DNA of Essence with the multi-channel might of Mediacom, and MFG is its Google-focused unit, while EM clients include Coke, Airbnb, Mars, Flipkart, NBCUniversal, L'Oréal and Financial Times.

**About the role**

Accountable for quantifying and measuring the success of our executions and for delivering insights that enable us to innovate the work we deliver at Essence. You will be liaising with other teams and leading analysis setup and post campaigns review.

**Some of the things we'd like you to do:**

- Lead your team in project setup, analysis, and post-campaign reviews
- Liaise closely with clients (internally and externally) on projects and become their trusted advisor
- Build an understanding of marketing plans and their objectives to be able to build comprehensive measurement, and test & learn plans
- Provide direction and leadership to direct reports, working with them on goals, motivations, and career progression

- Work with key stakeholders to assess project needs and ensure best-in-class work is being delivered
  - Take direct responsibility for quality of work and smooth operation of campaigns
  - Advise on best practice in your area
  - Play a prominent role in the induction of new employees, teaching them Essence's approach to Analytics
  - Work across, and with, all bands, disciplines, and offices, ensuring continuous collaboration and progression
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## Required Skills

### **A bit about yourself:**

- Degree from a top-tier College, 3.0 GPA or equivalent (preferably numerical)
  - Proficiency with systems such as SQL, Social Analytics tools (Crimson Hexagon), Python, and 'R'
  - Strong analytical skills - ability to analyze raw data, find insights, and provide actionable strategic recommendations
  - Have a high understanding of marketing campaigns and their objectives
  - Strong verbal and written communicator with ability to build relationships at all levels within the business
  - Ability to manage a small team effectively to bring out the best in their skill sets, motivating them to succeed, and keeping their focus.
  - Strong work ethic, with ability to manage multiple projects, people, and time zones to meet deadlines and deliver results
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## Company Description