



## NEXUS | PROGRAMMATIC SPECIALIST ◆ アドテック・マーケティング業界でのオペレーション経験

### Job Information

**Hiring Company**

GroupM Japan K.K.

**Job ID**

1485979

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

4 million yen ~ 6 million yen

**Refreshed**

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### General Requirements

**Minimum Experience Level**

Over 1 year

**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

**Overview of the role**

The Trading & Operations Executive will be responsible for the execution of programmatic campaigns. They will build strong platform knowledge and relationships with agencies, Nexus colleagues, vendors and technology providers.

**Key responsibilities**

1. Campaign excellence & delivery
2. Processes and automation
3. Effective ways of working

**1) Activation Excellence & Delivery**

- Own the full end-to-end campaign management including set up, tagging, optimization, delivery, reporting, troubleshooting and end of month/end of campaign billing and reconciliation process
- Work with Engagement team on pre-campaign planning
- Effectively manage the activation of your accounts and campaigns ensuring timely, ongoing optimization for campaign delivery, performance to KPIs and Nexus profitability.

- Proactively seek new tactics and strategies for improved campaign performance.
- Take ownership of some of the elements of campaign testing including: suggesting new ideas, planning, executing and evaluating tests with accuracy.
- Analyze campaign data to develop insights and strategies for campaign optimization
- Provide in-depth campaign insights and optimization recommendations for campaign improvement
- Apply campaign best practice and processes. Contribute to the development of those best practices. Proactively develop your knowledge of the programmatic landscape, latest tech platforms, vendors and suppliers.
- Passionate about Artificial Intelligence and Machine Learning and able to apply learned techniques for improved campaign performance

## 2) Processes & Automation

- Work closely with the Trading and Operations Manager towards the continuous adoption of process, best practices and automation. This is to drive quality, efficiency and accuracy across all campaigns.
- Work closely with the Trading and Operations Manager to implement any new processes and resolve technical issues in workflow.

## 3) Effective ways of working

- Collaborate with and support other team members in the implementation, optimisation and activation for clients
- Attend internal meetings to give campaign updates, project updates and discuss challenges and solutions with other team members
- Interact effectively with Nexus team members, agencies, technology partners and supply partners, building strong external working relationships.
- Alongside the Engagement team, participate in strategic conversations with agencies and clients on next steps for the benefit of the campaigns
- Build strong working relationships with others in the Trading and Operations community at GroupM Japan and Nexus APAC

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## Required Skills

### What you will need

- 1 year operational experience within an adtech or marketing environment.
- Native/Fluent Japanese and English language skills
- Excellent organisation skills
- Strong analytical skills and comfortable with processing numerous of data & information
- High level of attention to detail
- Problem solving skills and desire to resolve issues with a can-do attitude
- Strong and effective communication
- Willingness to learn and try new strategies, technology, channels and approaches in programmatic media
- Interest in the programmatic advertising industry!

### More about GroupM

GroupM is the leading global media investment management group serving as the parent to WPP media agencies including Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the programmatic digital media platform, Nexus, each global operations in their own right with leading market positions. GroupM's primary purpose is to maximize the performance of WPP's media agencies by operating as leader and collaborator in trading, content creation, sports, digital, finance, and proprietary tool development. GroupM's focus is to deliver unrivaled marketplace advantage to its clients, stakeholders and people, and is increasingly working closely for the benefit of clients with WPP's data investment management group, Kantar. Together, GroupM and Kantar account for over 50% of WPP's group revenues of more than \$20 billion.

### 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.

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## Company Description