



GROUPM NEXUS | CDT MANAGER ◆ デジタル・オンライン広告業界に興味をお持ちの方

広告、メディア経験者歓迎

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1485981

Division

Nexus

Industry

Advertising, PR

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Train Description

Yamanote Line, Ebisu Station

Salary

6 million yen ~ 9 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

July 12th, 2024 14:16

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 the role

Biddable & Programmatic involves planning & flawlessly executing programmatically bought media plans, across paid

search, biddable display, paid social and emerging biddable platforms, as well as deploying unsurpassed platform knowledge & smart use of audience data, and developing industry-leading technology (secured through collaborative supplier partnerships) to facilitate 1:1 communication with our audience.

The biddable campaign delivery manager has day to day responsibility for planning and delivery of a suite of designated Biddable client campaigns. They will make use of platform knowledge to support the wider account management & biddable teams in ensuring effective management of biddable projects to brief.

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

- Translating client requirements into Biddable campaign delivery briefs. Overseeing creation of accurate documentation to deliver on brief, time and budget, then briefing of internal teams to develop and implement solutions
- Effective and proactive biddable project management through project lifecycle across a number of client projects
- Develop strong relationships with your client, acting as main point of contact for client through project or campaign lifecycle and leading team communications with these stakeholders. Be able to communicate with clients on subjects outside your remit, and provide them with useful insight, with support being provided as required
- Ownership and monitoring of campaign performance to ensure that Biddable team provides proactive, strategic and tactical optimization recommendations
- Develop in-depth knowledge of all biddable and relevant 3rd party platforms, and a thorough understanding of internal delivery processes and Biddable media processes to achieve campaign delivery objectives.

Required Skills

A bit about yourself:

- Degree from a top-tier College, 3.0 GPA or equivalent (preferably numerical)
- A passion for everything digital, with an active interest and understanding of online advertising industry trends
- Will require experience and skill sets in Search (Google, Yahoo) platforms and Programmatic/Display (Youtube, DV360, GDN, YDA) platforms. Along with strong analytical skills with ability to navigate site analytics platforms such as Google Analytics or Adobe Analytics., as well as excellent organizations / team skills, and client-facing skills, performance media, strong analytical skills (GA useful)
- This person's going to have to own this campaign wholeheartedly so will need to very quickly learn about all of the associated processes etc. Self-starters / experience project management skills will be an absolute must here.

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