



ESSENCEMEDIACOM | SENIOR ANALYTICS DIRECTOR

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1486002

Division

Analytics and Insight

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 16 million yen

Refreshed

July 12th, 2024 14:08

General Requirements

Minimum Experience Level

Over 6 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 Media Futures Group:

Media Futures Group (MFG) is a bespoke team within GroupM made up of best in class digital, offline, and integrated media experts who work together to enhance media's contribution to Google's business. MFG is powered by EssenceMediacom and other constituent parts of GroupM around the world.

About EssenceMediacom:

We are a global communications agency leading with breakthrough thinking, building explosive growth for brands, and helping our clients see the bigger picture. Our daring global network of 10,000 influencers help our clients breach traditional boundaries in media, uncover novel ideas, and unleash exponential growth.

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 EssenceMediacom. Leading multi products projects, developing best practice, be the main point of contact for other teams from Analytics.

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

- Build a deep understanding of marketing plans and their objectives to help account teams build comprehensive measurement, and test & learn plans
 - Play an instrumental role in evolving and designing new, innovative measurement tools. Managing the process through to delivery and take ownership of global roll out
 - Recruit, manage and mentor analytical resource, ensuring the efficient flow of work through the team, the timely delivery of high-quality outputs and their continuing development as professionals
 - Lead the creation of clear, robust and thought-provoking campaign reviews and insights
 - Work with Account teams to help define the correct questions to get under the skin of campaign performance and then interrogate data sources to deliver the answers
 - To help deliver "best in class" analytical capabilities across the agency with the wider analytics team, including the use of new methods, techniques, tools and systems
 - Develop innovative marketing campaigns and assist clients to define objectives
 - Lead the conversation with measurement partners and creative agencies for campaign execution
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Required Skills**A bit about yourself:**

- Degree from a top-tier College, Bachelor above or equivalent (preferably numerical)
 - Experience working in a data based role
 - Experience managing a team and ability to delegate effectively
 - Expose to measurement of both Direct Response and Brand Awareness campaigns
 - Experience in market mix model or media measurement is required
 - Excellent at presenting data in a visually engaging and insightful manner that cuts through the noise
 - Strong organizational and project management skills
 - Strong understanding of what data points can be collected and analyzed in a digital campaign, and how each data point should be analyzed
 - Established and professional communication, presentation, and motivational skills
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Company Description