



## Senior Strategist / Senior Social Strategist Exclusive job

Join a fast-growing global agency

### Job Information

#### Recruiter

[Cornerstone Recruitment Japan K.K.](#)

#### Hiring Company

Global Marketing Agency with above market salaries

#### Job ID

1497841

#### Industry

Advertising, PR

#### Company Type

Large Company (more than 300 employees) - International Company

#### Non-Japanese Ratio

Majority Japanese

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Meguro-ku

#### Salary

7 million yen ~ 9 million yen

#### Holidays

20 days paid vacation, 6 weeks full remote in 2nd year

#### Refreshed

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### General Requirements

#### Minimum Experience Level

Over 3 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level (Amount Used: English usage about 50%)

#### Minimum Japanese Level

Fluent

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

#### About the Role

- Understands both global brand DNA and local consumer insights in order to unlock growth for assigned brands.

- Capable of translating business goals into desired human actions. Find a human hook to unlock potential solution spaces by understanding the reasons people are not doing it today.

**What you will do with us:**

- Development of brand strategies, writing creative briefs, guiding development and presentation of creative work.
- Development of a customer journey and a go-to-market blueprint that identifies communication tasks and touchpoints.
- Design and implementation of research projects to address client business issues, gain insight into target audiences, testing Ad concept and to understand effectiveness with post campaign analysis.

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**Required Skills**

**What you will bring:**

- Is familiar with most forms of quantitative and qualitative research methodologies and working knowledge of when and how to apply them to a given client challenge.
- Has talent for abstract thinking, spotting trends and patterns, curiosity and insight into human behavior, an instinct for popular culture, and an understanding of creative work are critical.
- Ability to work directly with clients and develop relationships accordingly on behalf of the agency.
- The ability to work across different groups and disciplines is key to their success, as is their judgment in pushing the work, elevating the ambition of a brand.

**Benefits**

- A hybrid, full flex work style, with 3 days a week spent meeting your clients and/or colleagues face to face.
- Extensive Learning & Development opportunities, including more than 15,000 learning programs via our online learning platform Marcel Classes
- Work Your World program enabling employees the flexibility to work from anywhere in the world for up to 6 weeks per year
- A culture of open feedback and support to reach your goals through our Career Conversations program
- Access to our Global AI Platform, Marcel, connecting Publicis Groupe employees with opportunities for advancement and collaboration with our global network
- And many more benefits, including a range of leaves, health related support, and so forth.

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**Company Description**