



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

November 7th, 2024 06:00

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.

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.

Company Description