



Senior Search Specialist | 1年以上のデジタルオペレーション／キャンペーンマネジメント経験のある方

大手クライアントと関われる、世界最大のマーケティングサービスグループの一員に！

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1508739

Division

GroupM Services

Industry

Advertising, PR

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Refreshed

January 15th, 2025 12:00

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 job

GroupM is the world's largest media investment company and are a part of WPP. In fact, we are responsible for one in every three ads you see globally. We are currently looking for a Search & Social Specialist/Executive to join us. At GroupM APAC, our people are our strength, which is why fostering a culture of diversity and inclusion is important to us.

Reporting line: Director

3 best things about the job:

1. Diverse team and culture
2. Exposure with the some of largest clients across categories
3. A fun environment that combines the best of being entrepreneurial whilst at the same time being part of the largest marketing services group in the world

In this role, your goals will be:

In three months:

- Execute /Creation of Search and Social digital campaigns with minimum supervisions from the Manager.
- Have an understanding of the roles and features of various Search and Social platforms.
- Completed relevant platform training and accreditation.

In six months:

- To have POV on how a good campaign should be executed and when or what platform is needed based on campaign objectives.
- Able to work independently and in a team.
- Contribute to strategy building for a campaign.

In 12 months:

- Have a fruitful and objective based discussion with the account teams on how digital platforms can support or be a key driver of a campaign.
- Able to set clear goals and KPIs for all proposed campaigns.

What your day job looks like at GroupM:

- In collaboration with the agency team, to have POV on how a good campaign should be executed and when or what platform is needed based on campaign objectives.
- Campaign set-up on Search and Social Platforms according to approved media plans.
- Regularly monitor and optimize to ensure optimal campaign performance.
- Proactively find ways to improve efficiency and effectiveness of campaign processes and optimizations.
- Creation of post-campaign reports that include useful learnings and recommendations for future campaigns.
- Assist in developing best practices for search and social media campaigns.
- Lead media vendor engagement and work with various technology partners to improve campaign performance.
- Deliver against internal and client targets.

Required Skills

What you'll bring:

- An open, collaborative, and proactive attitude to foster relationships both within the GroupM and Agency team and external tech and media partners alike.
- A genuine interest in learning and understanding more about the digital media; the technologies, the challenges and pitfalls; to advise clients and agencies alike.
- An in understanding of Search, Social media and the technology landscape.
- Exposure to performance marketing, as well as analyzing data and delivering insights.
- The ability to take accountability for the quality of yours and the team's work.
- A high attention to detail and organization skills.

Minimum qualifications:

- Minimum 1 years' experience working in a digital operations or campaign management role in either an agency or publisher.
- Fluent Japanese
- English - Business level reading and writing

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