



シニアアクティベーションエグゼクティブ/SENIOR ACTIVATION EXECUTIVE

★デジタルメディア・広告・マーケティングの経験者歓迎（代理店／インハウス問わず）

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1508772

Division

Programmatic, Biddable, Paid Media & SEO

Industry

Advertising, PR

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Train Description

Yamanote Line Station

Salary

5 million yen ~ 7 million yen

Refreshed

January 29th, 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

About MFG

Media Futures Group (MFG) is a part of EssenceMediacom, the largest agency within GroupM with 10,000 employees in 125 offices, handling close to \$25bn in billings. The merger brings together the data and performance driven digital DNA of Essence with the multi-channel might of Mediacom, and MFG is its Google-focused unit, while EM clients include Coke, Airbnb, Mars, Flipkart, NBCUniversal, L'Oréal and Financial Times.

About the role:

The biddable roles involves planning & flawlessly executing bought media plans, across biddable video, biddable display, paid social, emerging biddable platforms & direct media buy 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.

As Senior Biddable Account Executive, you will take a lead role on strategic biddable media campaigns for one of the most respected and well-known brands on the web. You can expect to support the management of multiple campaigns: ensuring ongoing and timely optimization is delivered, whilst constantly looking for opportunities to improve ROI.

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

- Understanding of agency deliverables and campaign KPIs.
- Understand media behaviors and how the target audience interacts with Biddable media touchpoints (i.e. Google, Meta, TikTok, X)
- Proactively identify opportunities to improve and enhance clients' campaigns and advise team to make recommendation to client accordingly
- Proactively address, and when needed escalate, any issue that compromises the quality and timeliness of deliverables
- Ensure understanding and 100% compliance with finance process, GroupM policies and procedures.
- Ensure cross-functional collaboration by demonstrating openness to new ideas and interest in learning from colleagues with different expertise.
- Continuously expand and share knowledge and understanding of new trends, channels and technologies across Social activation
- Execute media campaigns on major biddable media platform (i.e. Google, Meta, TikTok, X) for Media Futures Group
- Support managers on full funnel planning tactics for Social activation (awareness, consideration and conversion touchpoints across multiple biddable media platforms both core platforms (i.e. Google, Meta, TikTok, X) required and secondary platforms (i.e. LINE, LinkedIn, Pinterest is highly recommended)
- Implement Biddable media campaign activities for established local and global brands across multiple industries
- Provide actionable insights during mid and post campaign reports to improve in-flight optimizations and future campaign brief recommendations
- Attain various biddable media certification to solidify base knowledge of various biddable media best practice (i.e. Google Skillshop, Meta Blueprint, X Flight School)

Required Skills**Required skills and experience to apply:**

- Bachelor's degree or diploma in majors as Media & Advertising, Mass Communication, Digital Marketing, Computer Science or equivalent experience
- **1-3 years' experience in digital media, advertising, marketing, in-house media agency**
- Proficient with Microsoft Office & Google Workspace
- Highly curious & motivated, with strong desire to learn and grow
- Effective communication skills and ability to adjust to a fast-changing environment
- Team player - able to receive and provide feedback professionally, thrive in a team environment and able to work collaboratively
- Passionate about digital media and technology and eager to keep learning
- Strong in numbers, analytical, creative thinking, problem solving and time management skills
- Strive for excellence demonstrated by a commitment to continuous improvement, taking initiative and delivering results despite constraints Knowledge of digital marketing or hands-on execution experience across any Social platforms preferred
- Proactively seek feedback on your work to take it to the next level
- Detail oriented, meticulous, responsive to deadlines and able to multitask
- Bilingual English & Japanese is a **must**

A bit about yourself:

- 1-3 years' experience in digital media, advertising, marketing, in-house media agency
- Some knowledge of digital media channels such as search, social, display, video or programmatic media
- A keen interest in people's relationship with brands, media and technology
- Excitement to learn new processes and ways of working
- Strong organizational skills, deadline-driven
- Problem solving skills and creative thinking with strong reasoning skills
- Ability to work independently but also collaborate in a team environment

Company Description