ESSENCEMEDIACOM | SENIOR ANALYTICS MANAGER

募集職種

採用企業名
グループエム・ジャパン株式会社

求人ID
1484652

業種
広告・PR

雇用形態
正社員

勤務地
東京都 23区

給与
500万円 ~ 1000万円

更新日
2024年11月26日 02:00

応募必要条件

職務経験
3年以上

キャリアレベル
中途経験者レベル

英語レベル
ビジネス会話レベル

日本語レベル
流暢

最終学歴
大学卒：学士号

現在のビザ
日本での就労許可が必要です

募集要項

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
Accountable for quantifying and measuring the success of our executions and for delivering insights that enable us to innovate the work we deliver at Essence. You will be liaising with other teams and leading analysis setup and post campaigns review.

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

- Lead your team in project setup, analysis, and post-campaign reviews
- Liaise closely with clients (internally and externally) on projects and become their trusted advisor
- Build an understanding of marketing plans and their objectives to be able to build comprehensive measurement, and test & learn plans
- Provide direction and leadership to direct reports, working with them on goals, motivations, and career progression

- Work with key stakeholders to assess project needs and ensure best-in-class work is being delivered
- Take direct responsibility for quality of work and smooth operation of campaigns
- Advise on best practice in your area
- Play a prominent role in the induction of new employees, teaching them Essence's approach to Analytics
- Work across, and with, all bands, disciplines, and offices, ensuring continuous collaboration and progression

スキル・資格

A bit about yourself:

- Degree from a top-tier College, 3.0 GPA or equivalent (preferably numerical)
- Proficiency with systems such as SQL, Social Analytics tools (Crimson Hexagon), Python, and 'R'
- Strong analytical skills - ability to analyze raw data, find insights, and provide actionable strategic recommendations
- Have a high understanding of marketing campaigns and their objectives
- Strong verbal and written communicator with ability to build relationships at all levels within the business
- Ability to manage a small team effectively to bring out the best in their skill sets, motivating them to succeed, and keeping their focus.
- Strong work ethic, with ability to manage multiple projects, people, and time zones to meet deadlines and deliver results

会社説明