

Media Manager - Major Fashion Brand

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1491216

業種

小売

雇用形態

正社員

勤務地

東京都 23区

給与

800万円 ~ 1000万円

更新日

2024年08月21日 18:11

応募必要条件

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

ネイティブ

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

Lead the media planning to maximize brand visibility and reinforce brand desirability. Elevate brand with focusing on the most premium media partners, contents and formats across all media types.

Client Details

One of the world's leading luxury brands. Having originated in Europe, it has expanded to becoming a household name in the industry.

Description

- Develop local media strategy, according to global brand premise, global media strategy and marketing calendar with product launch.
- Manage holistic media planning across offline and online.
- Lead analytics and finding insights from media campaign reports.
- Manage LINE account with developing communication plan based on marketing calendar.
- Manage media budget with best allocation by media based on a local media strategy.

Job Offer

- Opportunity to work in an international environment.
- Chance to work with one of the biggest names in fashion.
- Opportunity for career growth within larger fashion group.
- International work environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

スキル・資格

- Working experience in media fields, being engaged in media planning and buying for both offline and online media.
 - Knowledge of latest Japanese media landscape.
 - People Management skill.
 - Native level in Japanese and Business level in English.
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会社説明

One of the world's leading luxury brands. Having originated in Europe, it has expanded to becoming a household name in the industry.