



インベストメントダイレクター/INVESTMENT DIRECTOR | TV、デジタルメディアバイイング

メディア運用経験者歓迎 | 広告キャンペーン戦略の計画と実行

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

1508736

部署名

Buying, Trading & Investment

業種

広告・PR

会社の種類

外資系企業

雇用形態

正社員

勤務地

東京都 23区, 渋谷区

最寄駅

山手線、 恵比寿駅

給与

1000万円 ~ 1300万円

更新日

2024年12月18日 14:27

応募必要条件

職務経験

6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

ビジネス会話レベル

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 GroupM

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 director for trading (media buying) to join us. In this role, you will be responsible for plan and initiate digital marketing campaign and activities.

Responsibilities:

- Full responsibility for media buying, including TV and digital media
 - Planning and executing media solutions for client advertising campaigns
 - Developing and implementing new media opportunities
 - Creating and executing ideas such as media tie-ups and collaborations
 - Negotiating prices, managing budgets, and analyzing performance in media buying
 - Collaborating with global teams and negotiating with both domestic and international media partners
 - Handling creative material submissions and communicating with creative agencies
 - Analyzing and reporting on industry trends
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スキル・資格

Required Qualifications:

- 5+ years of hands-on experience in TV and digital media buying
- Native-level Japanese and business-level English proficiency
- In-depth knowledge of the media industry and strong analytical skills
- Excellent communication skills with both internal client service teams and external clients
- Strong project management skills

Preferred Qualifications:

- Experience working in a multinational company
 - Experience in data-driven media buying approaches
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会社説明