



シニアメディアプランナー/SENIOR MEDIA PLANNER 【ビジネスレベル英語歓迎 - N2】

メディアプランニング経験必須

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1181510

Division

Wavemaker

Industry

Advertising, PR

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Train Description

Yamanote Line, Ebisu Station

Salary

Negotiable, based on experience

Refreshed

April 29th, 2024 02:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

<Position at Wavemaker>

Senior Planner will be the single point of contact for the client in delivering integrated communication solutions. Your core responsibilities will be to deliver-media planning of holistic campaign including off & online. This starts with understanding the client brief and ends with post campaign analysis & learnings.

Responsibilities of the role:

- Contribute to campaign strategy development. This will include the ability to interpret client briefs, insight mining, across proprietary & 3rd party research sources, and the application of the insights in developing integrated communication campaigns.
- Prepare and present (both internally & to the clients) media plans with strong rationale & to the brief KPIs of holistic campaign including off & online
- Work with the team to ensure error free implementation of media plans with timely manner
- Manage day-to-day plan changes/maintenance of media plans.
- Track, analyze, & report competitive activities across all media channels
- Build strong client relationship.
- **Business level English (writing/reading/speaking)**

3best things about the job:

- A chance to work in a truly global media agency with 100+ offices globally, get to work in one of the world's most successful, global and respect media agency networks which promotes flexible work arrangement and hybrid working style.
- Exposure to the end-to-end communication planning process collaborating with the client, partner agencies and other specialists
- Learning how to improve marketing ROI while using the best in class tools, but also being encouraged to take initiative to develop your own ideas

Required Skills

What you'll bring:

- **Experience in media planning or relative field with at least 3years.**
- Experience working with multiple stakeholders, e.g. suppliers, advertising/marketing agencies, media owners and internal specialist resources will be a plus. (not a mandatory)
- Ability to handle multiple projects at your own discretion.
- Strong analytical, communications, and presentation skills.
- Attention to detail and quality control with the ability to meet aggressive deadlines.
- Possess can-do attitude and is eager to learn.
- To be resourceful & collaborative.

労働条件

- 勤務地：恵比寿ガーデンプレイスタワー
- 契約期間：期間の定めなし
- 試用期間：あり（6カ月）
- 就業時間：フレックスタイム制（標準勤務時間 9:30～17:30 休憩1時間含む、コアタイム11:00～15:00）
- 休日：土日祝日、年末年始休日、企業が定める休日
- 残業：あり（月60時間の固定残業手当を支給）
- 社会保険：健康保険、厚生年金、労災保険、雇用保険
- 福利厚生：確定拠出年金、生命保険、所得補償保険など

About Wavemaker:

We believe there always is a better way to grow. We positively provoke growth for our clients by reshaping consumer decision-making and experiences through media, content and technology. The Wavemaker way is globally consistent. Fueled by the world's most powerful consumer data, we understand where and how marketing can intervene decisively to help brands win more sales.

Our name is our mission and our method. To make waves, you need to be provocative, even fearless. We do our best work for brave brands and people who want to be challenged to go further and faster. We know it's not easy, but if it's in you, we will get it out of you.

Our 7,600 people across 90 markets provoke growth for some of the world's leading brands and businesses. Our attitude of Positive Provocation is enabled by:

- deep knowledge we have of our clients' business
- confidence to challenge what's gone before
- the support to go further than we thought possible

We are a part of GroupM, WPP's global media investment management company.

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

WE ARE SHAPING THE NEXT ERA OF MEDIA. EVERY DAY.

MINDSHARE, MEDIACOM, WAVEMAKER, ESSENCE, AND M/SIX—OUR AGENCIES ARE THE FRONT LINE TO A NEW ERA OF MEDIA STRATEGY AND INNOVATION.

And because we have three of the top five global media agencies and \$63 billion in annual media spend, we provide access and scale everywhere our clients do business. Intelligent and imaginative, we create, integrate and scale technology-enabled services with premium partners, including Google, Facebook, Amazon and more. Our approach earns us award-winning work and helps our clients' businesses grow.

5 KEY THINGS WE DO

• CLIENT SERVICE

Through consistent quality, simple, structure, and outcome focused, premium client service is our primary duty. Our service principle is singular: when clients win, we win. Simple in structure, consistent in quality, and laser focused on business outcomes, premium client service is our primary duty. Our clients benefit from our scale which represents \$63B media billings in the global marketplace (COMvergence, 2019).

• MEDIA STRATEGY

We have a precise understanding of our audiences and the value brands can bring to them. Our focus is in engaging the consumers that matter most to our clients' businesses. We have a modern and precise understanding of our audiences and the value brands can bring to them. As populations and consumers transform around the world, we make advertising work better through cultural and data-based insights and sound media strategies.

• MEDIA INVESTMENT

Through modern investment services, we put money against goals that move businesses forward. Combined with GroupM's global scale, our media investments – guided by brand safety, leading privacy principles and premium relationships – represent 1 out of 3 ads in the global marketplace. Through modern investment services, we put money against goals that move businesses forward.

• DATA SCIENCE

Our evolving data and ID-based solutions are our strategic, competitive advantage. We're future-proofing our audience-based planning through "synthetic" data. While no silver bullet technology will meet every media challenge, our perspective on client data augmentation provides an alternative identity-based solution.

• TECHNOLOGY DEVELOPMENT

Our unified technology and data approach harness advanced analytics to build the future of media. GroupM's technology mission is two-fold: Use our scale to provide tested and effective products for clients and create a unified technology and data approach that helps brands deliver the future of media today.

BUSINESSES

OUR BRANDS ARE OUR SUCCESS

Unique in services, culture and ideas, each brand is a leader in their field. Through a range of leading businesses in advanced TV, AI-driven programmatic, eCommerce and more, we leverage our collective intelligence to make advertising work better in the world.