



メディアプランニングダイレクター/MEDIA PLANNING DIRECTOR【ビジネスレベル英語歓迎】

メディア運用経験者歓迎

## Job Information

### Hiring Company

GroupM Japan K.K.

### Job ID

1452545

### Division

EssenceMediacom

### 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

7 million yen ~ 13 million yen

### Salary Bonuses

Bonuses paid on top of indicated salary.

### Refreshed

April 19th, 2024 07:00

## General Requirements

### Minimum Experience Level

Over 10 years

### Career Level

Mid Career

### Minimum English Level

Business Level (Amount Used: English usage about 75%)

### Minimum Japanese Level

Fluent

### Minimum Education Level

Bachelor's Degree

### Visa Status

Permission to work in Japan required

## Job Description

### 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.

### Core Responsibilities:

- Oversight of all deliverables produced by pod/market, either by direct or delegated means Direct responsibility for the performance of assigned media dollars against their intended outcome, across both brand and DR objectives
- Responsible for expressing the rationale behind media investment decisions and evidencing the performance versus expected outcomes
- Responsible for quality of Planning Milestone Meetings ( strategic/tactical presentations, post campaign analysis), playing a key role for priority campaigns
- Point of escalation for team issues (within and outside of team)
- Process /workflow enhancement, growing Essence's capability, increasing work quality, making us more efficient, or increasing Essential satisfaction
- Responsible for setting quality standard for 1(+) planning deliverables and improving them via team/client feedback and incorporation of evolving external context
- Support new business pitches with leadership by developing plan/presentation
- Assist with new client onboarding and play a large supporting role for Client Services in ensuring the success of the new client
- Thought leadership expressed as press quotes, published articles, and POVs
- Accountable for external recognition and awards submissions, at least 1 per quarter
- Manage 2-4 direct media planning reports to support career growth/development
- Partnering with Client Service to balance capacity and profitability

### Required Skills

#### A bit about yourself:

- At least 8-10 years of working experience with B2B and SMB exposure
- 5 to 7 years' experience in the Digital Media or Advertising field
- Ability to forecast outcomes of brand/DR campaigns and manage spend
- Experience with Media Research Tools (Comscore, GWI, TGI, YouGov)
- Strong English and Japanese written and verbal communication skills across all platforms
- Solid grasp of digital marketing, especially a deep knowledge of digital media
- Ability to adhere to and meet deadlines and project manage multiple campaigns
- Proven problem solving skills and ability to think outside of the box
- Ability to work independently and collaborate in a team environment
- Strong organizational skills, detail-oriented and capable of multi-tasking

#### 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：就業時間：9:30～17:30（休憩1時間含む）
- 休日：土日祝日、年末年始休日、企業が定める休日
- 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 EssenceMediacom

GroupM's newest and largest agency – delivers marketing breakthroughs for their clients. Disrupting the old models across media, creative, innovation and analytics, the agency has been built to find new opportunities for brands and deliver truly integrated media solutions.

Composed of 10,000 people across 120 offices globally EssenceMediacom combines Essence's performance, data, analytics and creative technology DNA with MediaCom's scaled multichannel audience planning and strategic media expertise.

The agency includes an enviable global client roster, which includes adidas, Bayer, Dell, Google, Mars, NBCUniversal, PlayStation, Procter & Gamble, The Coca-Cola Company and Uber, and will be responsible for more than \$21bn in global media billings.

EssenceMediacom Creative Futures works at the intersection of data and technology, media and creative to drive relevance from brands. Not disruptive or annoying, we strive to reshape how brands connect with consumers by creating advertising that is relevant and useful to the end user. Our data-driven and insight-led approach truly delivers on the promise of 'right moment, right message'.

Visit [essencemediacom.com](http://essencemediacom.com) for more information and follow us on Twitter at @essenceglobal.

### 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.

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## 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.