VAYNERMEDIA

【Creative Media】 Strategy Director

Multinational - Bilingual Culture

Job Information

Hiring Company
VaynerMedia Japan GK

Job ID
1502550

Industry
Advertising, PR

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
10 million yen ~ 20 million yen

Refreshed
November 26th, 2026 07:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

ABOUT VAYNERX

VaynerX (https://vaynerx.com) is the most contemporary family of companies, working together to build and grow brands. Subsidiaries include VaynerMedia, Eva Nosidam Productions, The Sasha Group, Gallery Media Group, Tingley Lane Trading, VaynerSpeakers, and VaynerCommerce.

ABOUT VAYNERMEDIA

VaynerMedia is a contemporary global creative and media agency with an expertise in driving relevance for clients and delivering impactful business results. The independently-owned company was founded in 2009 by Gary Vaynerchuk, and has offices in New York, Los Angeles, Toronto, Mexico City, London, Amsterdam, Singapore, Delhi, Kuala Lumpur, Bangkok, Tokyo, and Sydney. VaynerMedia has been recognized for its work at Cannes Lions, the Clio Awards and The Webby Awards. It is part of the VaynerX family of companies.

Culture is our key and Empathy is how we build it. VaynerMediaAPAC is strong with a world-class combination of diverse

backgrounds collaborating to put forward innovative, creative and strategic solutions to the one advantage that stands the test of time --- PEOPLE. Day in and day out, we propel some of the biggest brands in the world to the intersection of attention and culture. In APAC, we are proudly +300, servicing a diverse client all around the region.

The PITCH

Well, now we're looking for someone who lives and breathes social media even more than us. Do you know all of the latest trends? Memes? And TikToks? Maybe you've dabbled in the world of influencers? Believe in the power of social media and community management to change hearts, minds, and drive sales? Love the hustle of fast-paced, hyper-growth agency life? Thrive in a role where you can bring ideas to life on billions of screens? Cool. Then let's talk.

This exciting opportunity of a full-time role based in Tokyo will allow you to lead a team of strategists and collaborate with a bunch of strat experts across APAC. You will lead and drive our strategy expertise and be the "strategic brain" who will guide us for all things Japan.

Are you based in Tokyo? Geeking the social media world in Japan digital space for eight plus years now? Are you inspiring with a can-do attitude? Do you wanna deep dive into the world of media and creative advertising agency? If yes, we could be meant to be -----so keep reading!

Here's where you come in.

Our growing strategy team is looking forward to collaborating with a "people first" Strategy Director to lead multiple exciting accounts.

You're a problem solver at heart and insanely curious about people, culture and technology. Most of all, you like to get your hands dirty, are obsessed with researching & finding interesting things that are hidden from sight (even in the seemingly most mundane of places) and adept at translating your findings into compelling creative briefs, enjoy partnering with teams to see your work through from research to execution, and communicate your work with passion and conviction. We like to work with "big thinkers yet hands-on in execution".

As a team, we're collaborative and come from diverse backgrounds. We value creativity in research, and an outside-in perspective when it comes to inspiration, strategic frameworks and problem-solving. Technology has fundamentally changed the way we interact with others and the world around us, and we geek out about understanding behaviors in context, instead of probing humans in a petri dish.

You would be leading a team of talented strategists, social insights analysts, and community experts. As such, there are many hats you'd have to wear from day 1. You would need to conduct research, write briefs, guide work, pitch to clients - really anything and everything it takes to get the job done and deliver fantastic, big, bold, beautiful work.

Our environment (and pace) feels much more like a start-up than most agencies you might be used to. Hopefully that, and the opportunity to collaborate with the talented and enthusiastic crew, work with big brands excites you, as it does us. We can't wait to meet you.

What you should know about VaynerMedia

Think "lab" and not "agency". We get excited about solving business problems, not creating advertising for the sake of making advertising. Our entrepreneurship DNA runs deep. We're willing to break rules, try new things, and test hypotheses if it means better understanding our craft. It's fun!

Our environment (and pace) feels much more like a start-up than most agencies you might be used to. Hopefully that, and the opportunity to collaborate with the talented and enthusiastic crew, work with big brands excites you, as it does us. **We can't wait to meet you.**

P.S Portfolio would be nice :)

Required Skills

Your Experience and the "Nice To Have"

- 7 plus years experience building integrated programs at a top agency working for Fortune 500 clients -- must have experience understanding the intersection of business strategy, consumer insights, and digital behavior and developing big, purposeful ideas.
- Experience doing traditional, web, social, syndicated and primary research (incl.: NetBase, MRI, Sysomos, Brandwatch, eMarketer, Mintel, Google Analytics, Omniture; conducting IDIs, digital ethnographies, etc.)
- Dazzling presentation skills and presence in a room
- Ability to express complicated concepts in simple and digestible ways ("Explain it to a fifth grader")
- Curious and lovely to get along with.
- Deliver work independently on all tasks and achieve results at pace with energy and drive.
- Lead collaboration sessions with other teams.
- Execute a strong sense of priority level and urgency; and knows how to act on the critical difference between the two.
- Manage the ongoing performance of different tasks or projects, as well as understanding and ownership of internal processes for quality assurance.
- Administer agreed goals or projects by dealing to challenges in a responsive and constructive way.
- Strive for zero mistakes or flagged internal process issues on work output.
- Foster positive internal communication and collaboration with all internal teams.
- Ensure presented ideas are clear and understood.

- Highlight new ideas to the team and external stakeholders when appropriate.
- Provide clear, professional, timely and helpful information to the team or external clients and partners.
- Thrives in a company of good people
- Think logically even under pressure and come up with innovative solutions to problems.
- Lastly, a genuine belief in bringing your full self to what you do everyday, see “work” as a calling and a passion.

Company Description