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Media Manager for JP & KR - Global Tire Company - Up to 12M

Media Manager JP & KR - Auto - Up to 12M

Job Information

Recruiter

Michael Page

Job ID

1542008

Industry

Automobile and Parts

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 12 million yen

Refreshed

May 20th, 2025 15:53

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

The Manager, Media JP&KR supports media strategy execution and campaign management tailored for Japan and Korea, aiming to enhance brand awareness and engagement through diverse media channels.

Client Details

Our client is a globally renowned leader in the tire and mobility solutions industry, with over a century of innovation and engineering excellence. Headquartered in the U.S., the company operates in more than 20 countries in Asia Pacific and continues to invest heavily in sustainable technologies and digital transformation. The brand is known not only for its world-class product lineup but also for its forward-thinking approach to mobility solutions, smart tire technology, and integrated fleet services. As a people-centric organization, it offers a collaborative work environment, clear career paths, and a strong commitment to employee development and well-being.

Description

- Execute media strategies tailored for Japan and Korea, leveraging local platforms (e.g., LINE, Kakao, Naver, YouTube).
- Align local campaigns with global and regional marketing objectives, adapting for market-specific needs.
- Plan, buy, and manage media across digital and traditional channels, ensuring on-time and within-budget delivery.

- Monitor, analyze, and report campaign performance, using data to optimize ROI and future planning.
- Collaborate with internal stakeholders including content, strategy, and sales teams to ensure integrated execution.
- Provide local market insights and recommend adjustments to campaign direction as needed.

Job Offer

- Competitive compensation package aligned with global benchmarks.
- Strategic role in a globally respected organization with strong local market presence.
- Opportunity to shape the media direction of Japan and Korea within a fast-evolving industry.
- Career growth opportunities within a global marketing and operations structure.
- Inclusive, collaborative culture with a focus on innovation and continuous learning.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

Required Skills

- Bachelor's degree in media studies or related field.
 - 7+ years of experience in media planning and buying, with a focus on Japan and Korea.
 - Expertise in analyzing consumer behavior and applying insights to media strategy.
 - Strong negotiation skills with media partners.
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Company Description

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