



デジタルプランナー/DIGITAL PLANNER 【ビジネスレベル英語歓迎】

メディアプランニング経験必須

Job Information

Hiring Company

GroupM Japan K.K.

Job ID

1184003

Division

Mindshare

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

4 million yen ~ 5 million yen

Refreshed

May 12th, 2022 03:00

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

Location: Tokyo, Japan

Description: Position at Mindshare

You will work closely & support the Digital Lead and Planning team in Japan.

The Digital team is pivotal to the success of each campaign that is executed.

You will be someone who has a positive attitude and is a dedicated individual who thrives on challenges.

3 best things about the job:

- You will be working on two global clients that are leaders of their sector and gain exposure to best practices across

digital and e-commerce.

- It's a great work environment - you will collaborate with a group of quick-witted, humorous, diverse, and extremely dedicated co-workers and clients whom are all passionate about digital media.
- It is innovative and dynamic. There are new things constantly evolving and developing, and we are never static. We believe in the power of digital media to transform the way businesses and consumers can interact.

Responsibilities of the role:

- Understand client product and their marketing objectives and goals.
- Develop accurate forecasts, media plans and simulations with minimal supervision using input from Client, your Director and Planning team.
- Manage client communications regarding all things Paid Social in a timely and professional manner.
- Manage end to end campaign set-up from getting creatives, assigning ads & reporting on Facebook, LINE, Twitter and Tik Tok platforms.
- Anticipate and identify issues with campaigns and ad-creatives.
- Oversee the delivery of 100+ campaigns a year and ensure quality control for your work and team members.
- Build performance reports, using various tools and reconciling data from the third-party reports and the internal system reports.
- Develop colorful insights and analysis of reporting, inclusive of charts and data visualization. Familiarity with Data Studio and Supermetrics is a plus.
- Understanding of Trafficking Process (DCM, UTM creation, Social Ads API Platforms, etc.)
- Assist the Client Services team in understanding and conveying operational aspects of campaign execution, performance and monitoring.
- Provide periodic reports and Dashboards to the stakeholders.

Measures of success

In three months:

- Gain an in-depth understanding of Social Ad operations landscape
- Fully operational on the various platforms and tools
- Contribute to the day-to-day operations of the team and take ownership of campaign initiations and planning

In twelve months:

- Develop strategy and input into quarterly planning proposals.
- Test, learn, share, and seek different Advertising tactics and knowledge share with regional and global teams.

Benefits and Perks:

We blur work and play, and you get all the perks of a global company.

You will get to work with a dynamic group of entrepreneurs, who are delivering results and working zealously across time zones to make a difference in the way the world experiences music.

We love what we do, and we think you will too.

Required Skills

Requirements:

- Bachelor Degree Required
- Business level English, Japanese – ability to read and create ad copy
- 2-3 years of experience in Digital Media and Ad Operations
- Proficiency in MS Excel and MS Powerpoint. Comfortable with pivot table and large data sets.
- Creative problem solver, self-motivated and driven.
- Quick learner and willing to try new tools/software.
- Organized, detail oriented and highly focused.
- Good time and work management abilities.
- Passionate about digital media communications as well as technology & trends.
- Strong written and verbal communication skills, excellent listening skills and the ability to adjust to the personalities of various partners.

About Mindshare:

We were born in Asia in 1997 and for more than 20 years our values of Speed, Teamwork and Provocation have guided us in a world where everything is media. We are the Cannes Lions Media Network of the Year 2019 and WARC Media 100 #1 Media Network 2020, with the top 3 most creative campaigns in the world for the past year. In Asia Pacific we have been Campaign Asia's Media Agency Network of the Year every year since 2015 and we are also Performance Agency of the Year.

Our 10,000 people work with some of the world's best brands and companies to accelerate their growth. In 116 offices across 86 countries we integrate brand and demand, ruthlessly focus on outcomes and create the unexpected. We manage \$24bn in billings and are the largest media agency in GroupM, WPP's Media Investment Management arm, which is the #1 media holding group globally with billings of \$63bn (Source: COMvergence 2019).

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.