

MichaelPage

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Media Manager for JP & KR - Global Tire Company - Up to 12M**Media Manager JP & KR - Auto - Up to 12M****募集職種****人材紹介会社**

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1542008

業種

自動車・自動車部品

雇用形態

正社員

勤務地

東京都 23区

給与

800万円 ~ 1200万円

更新日

2025年05月20日 15:53

応募必要条件**キャリアレベル**

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

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.

スキル・資格

- 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.

会社説明

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