

Digital Director

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Company: Publicis Groupe

Location: Japan

Category: other-general

Job Description

We are looking for an experienced digital director to join our team to work on a key piece of business for Publicis Media – Haleon. In this role, you will be expected to direct the creation of digital media strategies and execution plans integrating online/offline, and implement PDCA cycle of the measures. Working closely with your digital team, as the lead you will be expected to be able to develop market leading media strategies that your team can then create media plans from, as well as teaching your team on all this media and planning. You will also be expected to build, maintain, and improve relationships with clients, along with the early recognition of issues and lead appropriate actions.

Key Responsibilities in more detail:

Leadership

Manage a team of 3-6 people, responsible for their development and career growth.

Create leading digital strategies and media plans with your team that meet client objectives

Support pitches for organic and new business

Be a source of knowledge on all things digital media for Haleon and your team

Work closely with the planning team to develop integrated media strategies for your clients

Present confidently and knowledgeably to senior clients about key developments in the media ecosystem

Day to day Tasks & Building relationships

Localize global strategies for local clients and provide local nuances for regional and global teams when creating global strategies

Build strong relationships with your key clients at a senior level

Co-ordinate your team to create integrated media strategies

Work closely and build strong relationships with regional leads on your clients

Manage global and regional requests

Implement global and regional tools and processes, as well as reporting requirements

Build a strong relationship with our buying partner Dentsu

Qualifications

Practices / Skills :

15+ years in industry experience. The variance will depend on practical skills obtained, the amount of experience in a mature market and education qualifications.

Deep understanding the Digital Media landscape, ideally with a focus on the Japan market, so that we can grow the digital business in Beacon and support the move to digital by our clients.

Understanding of key digital platforms i.e. FB, Google, LINE, Yahoo, Twitter, Twitch, Snap, TikTok as well as key digital tools, such as DV360, Google Ads etc

Deep understanding of the Programmatic ecosystem as well as the changes that are happening around data and the move into the cookie less world is key

Should have practical experience across as many platforms and digital streams as possible, key will being able to help and train the team in Programmatic and Social platforms

The ideal candidate will be able to inspire the team and clients with their knowledge and passion for digital, be able to move quickly and to help drive change

Ability to present to all levels clients as well as global and regional clients and internal stakeholders

Must be fluent in Japanese and be able to speak English at a presentation and business level

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