IKEA Japan, Media Manager (Full-Time)

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Company name

IKEA Japan K.K.

Job description

What you'll need to have

- Formal qualifications in Marketing and Media
- Minimum 5 years of experience in Marketing and Media Strategy/Planning
- Minimum 3 years of experience in leading and influencing co-workers and teams
- Experience from retail, preferably home furnishing sector
- Deep knowledge of media landscape and interplay between paid, earned and owned channels, on and offline
- Broad knowledge of Marketing Technology (e.g. DMP, DSP's etc.) and other tools (e.g. econometrics)
- Experience in planning, driving output and measuring performance (business and people)
- Deep knowledge of budgeting for multichannel marketing
- Good leadership capabilities, including ability to lead peers, stakeholders and agencies
- Strong analytical, strategic and problem-solving skills with the ability to make decisions with speed and simplicity
- •Broad knowledge of operational plans and goals as well as follow up on KPIs
- Business level English and Japanese
- Currently resident in Japan

A day in your life with us

- Act as a member of the Marketing Management team and proactively contribute the marketing plan and output in order to deliver to the common objectives and goals
- Responsible for leading the Integrated Media team and driving the totality of the IKEA offering to the market through all paid media
- In collaboration with the Communication team, manage the strategy, planning, execution and optimizing the use of owned, earned and paid media channels to maximize commercial impact, drive business results and improve cost efficiency of results
- Responsible for managing local media agency relationships to meet Country Marketing needs and improve ROI of Marketing

- Responsible for securing metrics to understand media performance, and identify needs and gaps (in cooperation with Insights team) to meet business and marketing objectives
- Responsible for securing good media governance and accountability by leading the work with media agencies and key media and platform vendors
- Actively cooperate with all key stakeholders within commercial and beyond to secure integration, common focus and maximize impact
- Contribute to the integrated multichannel executions/output of the function in order to contribute to the business goals
- Be an active player in driving an open and sharing climate, be a role model of the IKEA values, and contribute to the transformation of IKEA

Together as a team

Our team is the voice of IKEA. We use words, pictures and videos to tell the story about IKEA, to build our brand and inspire people with our offer. We bounce ideas back and forth, we challenge each other and we are crazy passionate about communication. Of course we're also the ones who make sure to keep all our fellow co-workers informed, engaged and connected in a constantly changing business environment.

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*As IKEA is a global company, time zones can affect the closing of application periods. Please apply at least 2 days before the deadline.

*Furthermore, it is possible a position's recruitment may close early if the contract has been filled. We advise that you submit an application as soon as you can.

?Criminal Record Check? Due to the nature of the job or duties involved, we will request that final stage candidates voluntarily disclose any criminal history relevant to the position.

?Working at IKEA? Everyone has a home at IKEA. Our way of working values work, family, and individuality. To get a better image of our culture, watch the following 9 interviews with some of our coworkers. https://youtu.be/A6MBRKNRlGw

Our head office is on the 5th floor of the Tokyo-Bay store. The style of working is hybrid; we are welcomed to work in the office 2-3 times a week and work from home the remainder. The office is a bright, open collaboration space (of course IKEA furnished!). We embrace challenges, trying new things, making mistakes in the process and learning from them. Together we achieve great things, and we want to invite you to help us "create a better everyday life for the many people."

?Employment Status?

- Full-time regular employee- 40 hours per week contract
- Probation period: 6 months

- Start date is the first day of every month (consult with us about your start date)
- Retirement age: 65 years old

?OPEN IKEA internal recruitment system?

At IKEA we went you to take your career in the direction of your passions. When we recruit for an opening, the position is available to apply to by all IKEA employees. This includes domestic and international opportunities. Where will your career take you? To the IKEA stores? A different country? Up and up in your current department? It is up to you!

?Benefits?

- Social insurance: welfare pension, health insurance, and unemployment insurance
- Transportation expense (up to 1,530 yen/day)

Parking spaces available for car commutation

- We have a generous vacation package, with 16 paid leave days available in the first year (can be used after 6-months probation). Our total yearly paid time off totals 127 days per year.

In addition, we also provide congratulatory or condolence leave, maternity leave, nursing care leave, childcare leave, paternity leave, childcare leave for partners, personal injury leave, nursing leave, volunteer leave, family care leave No matter what life stage you are at, we have the leave to support you!

- Uniform rental (if required)
- Employee discount system
- Employee cafeteria
- Christmas gift
- Great value life insurance, long-term medical care insurance plans (opt-in)
- Retirement allowance system (corporate defined contribution pension plan: 3 years or more of service)
- Employee smoking area
- Extensive learning opportunities including Rosetta Stone (language learning) and Linkedin learning subscriptions https://www.ikea.com/jp/ja/this-is-ikea/work-with-us/benefits-pub8c6da021

"At IKEA, we believe everyone has the right to be treated fairly and be given equal opportunities" Diversity is a key to success; diversity comes in all shapes and sizes. Being ourselves, and contributing with our uniqueness, makes us all grow.

At Ingka Group, we welcome all dimensions of diversity. A diverse and inclusive workplace is good for our co-workers, for our customers and our business.

We strive to have a diverse and inclusive work environment where co-workers feel valued for their uniqueness, recognized for their diverse talents, and where they can be themselves.

IKEA Japan would like to explore together. If you have a passion for this position, please don't hesitate to apply!

Let's get closer to our vision of "creating a better everyday life for the many people" together!

https://www.ikea.com/jp/ja/this-is-ikea/work-with-us/diversity-and-inclusion-pub86a2cb59

If you are in need of support to apply, or to participate in an interview due to a disability, please contact us anytime at the following email: 029.recruiters.jp@ikea.com

You can apply to this position from here!

Email

029.recruiters.jp@ikea.com