

募集職種	Consumer Community Marketing Planner
雇用形態	正社員
募集人数	1名
待遇	経験等を考慮し、当社基準に準じます
通常営業時間	9:30～18:00
職務内容	<p>概要(ポジションの目的)/ Overview</p> <ul style="list-style-type: none"> • Develop, plan and manage fan communities of NBC Universal contents • Manage and operate Owned Media (NBCU web site, YouTube, Facebook, Twitter) • Market Insight/Data Analysis : various research, SNS analysis, and user analyses • Responsible for building the marketing strategy to maximize business opportunities with media and synergy between package/digital distribution. • Responsible for analysis the marketing data and use for marketing strategy and each marketing plan. <p>主な職務と責任/ Key Responsibilities</p> <ul style="list-style-type: none"> • Increase consumer engagements and sales through community marketing • Develop promotion plans, measure and analyze effectiveness of plans and provide feedbacks • Support 360 business by the analysis of several media (incl. Owned, Social/Earned/Paid) by refining the operational process and its quality • Collaborate with digital team for joint marketing plan to maximize synergy between package and digital distribution • Exploit marketing data (Box office, sales, transaction) and consumer research to make the marketing strategy and improve each marketing plan.
応募資格	<p>必須または望ましい資格・スキル・経験/ Skills and Experiences</p> <ul style="list-style-type: none"> • Experiences in plan and manage user communities • Effective analytic skills, with digital marketing • Effective research and analytic skills, with logical approaches • Effective communication and presentation skills • Effective project management and organization skills • Effective negotiation, influencing and interpersonal skills • Sufficient experiences in managing third parties • Preferably 3-5 years experiences in trade/product marketing, sales, in the content/entertainment industry • Proficient English language skills • Excel skills

	<p>職務に必要とされる特性/ Unique attributes of the Job/ Personal Characteristics</p> <ul style="list-style-type: none"> • Clear objective setting and planning • Creativity and innovation • Team development • Building trusting relationship • Verbal and written communication
<p>勤務地</p>	<p>本社／東京都港区愛宕2丁目5番1号 愛宕グリーンヒルズ MORI タワー 【交通手段】 東京メトロ日比谷線「神谷町駅」徒歩4分 / 都営地下鉄三田線「御成門駅」徒歩3分</p>
<p>応募方法</p>	<p>以下の1. 2の書類を記入・スキャンの上で e-mail 添付にてご送付ください。書類選考の上、書類選考通過の方にのみ追って連絡いたします</p> <p>履歴書（日本語/英語） 職務経歴書（日本語） 【書類送付先： 人事部業務委託採用係 メールアドレス】 tommy.liu@nbcuni.com</p> <p>応募書類の本社への持参は固くお断りします。 応募書類は返却いたしませんのでご了承ください。 ご応募いただく個人情報は採用業務のみに利用し、他の目的での利用や第三者への譲渡・開示することはありません。</p>
<p>照会・問い合わせ</p>	<p>HR 採用アドレスまでお願いします。 tommy.liu@nbcuni.com</p>