

募集職種	Title Planner / Digital Marketing
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"> Responsible for assisting in developing and executing marketing plan including publicity and promotion for assigned titles to deliver OP target, in collaboration with the Marketing Manager. Responsible for executing the release plan of assigned titles to improve the quality of each marketing plan. Responsible for supporting research and promotional activities for Direct to Consumer business. <p>主な職務と責任/ Key Responsibilities</p> <ul style="list-style-type: none"> Responsible for assisting in developing and executing marketing plan including key strategy, consumer target setting, P&L, marketing cost allocation, SKU, pricing, packaging, media, digital, consumer promotion, tie-in, event, PR and nationwide sales kit for assigned titles across both NR and catalogue <ul style="list-style-type: none"> Achieve marketing goals for assigned genre or titles by administrating annual budget/LE to maximize contribution <ul style="list-style-type: none"> Processing transactions based on the marketing activities Consolidating the data for tracking spendings Providing Marketing Manager/ Assistant Manager updated information and insights on marketing performance of assigned genre or titles May consolidate/ extract data from various data source to assist for other team members analyses (May provide support to team members in sharing information/ best practise) (Provide proposal or input to manager in streamlining the processes and actively working across the team.) Responsible for in assisting in developing and executing Direct to Consumer Business, including E-Commerce, digital business and marketing activities (mainly for Studio & Asian genre contents) Support consumer & market research Support digital marketing by title basis
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"> Some experiences in product marketing, preferably in the content/ entertainment industry Reasonable communication and presentation skills Reasonable project management and organization skills

	<ul style="list-style-type: none"> • Reasonable negotiation, influencing and interpersonal skills • Some experience in managing third parties • Reasonable English language skills
勤務地	<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</p> <p>【交通手段】</p> <p>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>
応募方法	<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）</p> <p>【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>応募書類の当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>
照会・問い合わせ	<p>HR 採用アドレスまでお願いします。 tommy.liu@nbcuni.com</p>