

## Digital Media Planning Executive

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Company: Starcom Melbourne

Location: Indonesia

Category: other-general

Publicis Groupe, known for its world-renowned creativity, best in class technology, digital and consulting expertise, is the world's third largest communications group in the world. With more than 80,000 people in over 100 countries, the Groupe has four Solution hubs: Creative with Publicis Communications, Media with Publicis Media, Digital business transformation with Publicis Sapient, and Health & Wellbeing with Publicis Health. Since 2014 and the acquisition of Sapient, Publicis Groupe has undergone a profound transformation by scaling a new model connecting data, creativity and technology. We have continued on that journey with the 2019 acquisition of Epsilon to further scale our data led offering and provide true momentum to our clients own transformation. This model, with a country led approach, is called the "Power of One" and gathers all the capabilities of the Groupe under one roof, putting clients at the core of the organisation. It breaks down the silos between Publicis Communications, Publicis Media, Publicis Sapient, and Publicis Health making them work seamlessly and efficiently to help clients transform marketing and business at scale. Never has our vision and drive for Power of One been as demonstrable as in the role of the Global and Regional Client lead. The Publicis Groupe is a brand led organisation powered by data driven global Practices and has our clients at the absolute core of our business. The role of a RCL is essential for driving growth, for understanding and leading our clients own transformation through delivering the true scale our agencies capabilities. A RCL sets the vision, builds a culture of collaboration and curates a team of experts from our whole Groupe to deliver on that promise. They are true leaders with responsibility for revenue, profitability and leading the relationship with our clients. We could not be more committed

to delivering excellence and we articulate our approach to that as the following;

**Clients Come First;** The entire Publicis Groupe transformation was designed to put clients at the center of all we do. Their needs and objectives drive the solutions we provide in order to help them win and grow.

**We are Seamless;** We have created the powerful role of the Regional Client Leader. One person who acts as one point of access and one point of accountability to tap an 80,000-deep pool of talent - free from silos, legacy, and convention.

**We are Frictionless;** We have unified P&Ls and removed all operational barriers that enable true collaboration.

**We are Modular;** The core benefit of our new organization is not only in the depth and range of capability but, more importantly, in our ability to configure situationally; the ability to configure around individual client needs and an open architecture to plug & play world class partners when needed. Modularity is critical as it enables a future proof way for this organization support innovation now and keep pace the changes that show no sign of stopping.

**We are United;** By fusing together our creative, intelligence, and technology expertise, we are able to provide clients with transformative ideas and consumer experiences, unlike any other agency or holding company in the marketplace.

**Qualifications** Be the client champion for all things digital – media and digital communications. The person whom the client goes to for day-to-day digital insight and activities. Demonstrate understanding of client’s business and identify gaps and opportunities within the client’s digital communications. Provide solutions to rectify short-term & long-term gaps within the client’s digital business. Set best digital practices for the business to be applied across the business team. Assisting and be responsible for client’s digital P&L, ensuring growing digital revenues and profitability across brands

**Maintain an in-depth knowledge of client businesses and ensure digital strategies align with brands business objectives and needs**

**Assisting Media Director, Digital Director & Digital Manager, a digital team across various disciplines – planning, operations, implementation and analysis**

**Cross-functional interactions with the planning team to achieve campaign and overall objectives**

**To drive brands digital investments upwards and to plan and develop ideas for “media first” innovations and build capability in strategy**

**Collaborate with across planning, performance/precision/programmatic/TAAG & implementation teams to ensure optimal integration of digital solutions in the overall brand plans and ensure deployment of best-in-class digital implementation across brands.**

**Assist in growing team’s digital capabilities and develop sound long-term strategic plans for the Brand/Products**

**Oversee the team’s day to day tasks, ensure quality service delivery and efficient implementation across all**

brands/products. Experience in developing and implementing various digital strategies, with media background and agency experience an advantage. Solid understanding of the programmatic space and how to work across multiple audience segments. Experience in working with multiple stakeholders, e.g. suppliers, advertising/marketing agencies, media owners. Keep track of the latest trends in digital industry, client business issues, consumer trends, market status and competition. Learn to be a leader and strategic thinker, an independent, self-driven and responsible individual, with multi-tasking and decision-making abilities & mentoring junior team members to build a strong & dynamic team.

**Additional Information**  
3-4 years media planning experience required or experience in media industry, with focus on strategic and operational planning and execution, in regional/global accounts. Knowledgeable about and experienced with the concepts, approaches and issues involved in integrated planning. Adaptive and keen to learn on the digital ecosystem. Familiar with the timelines, processes and needs of the implementation of all media. Knowledgeable about new approaches to and developments in digital tactical planning (social and mobile included). Demonstrate critical thinking and problem solving. Able to work successfully with teams, handling multiple projects and meeting tight deadlines under pressure. Knowledge and use of various research systems. Technical proficiency, particularly with media systems, MS Office and social media (e.g. MS Excel, PowerPoint, Facebook, Google Analytics, DV360 & etc.). Integrate understanding into the work to make decisions on the business. Filter and adapt the different options and apply good judgment combined with hard facts to select which ideas will produce the best results. Understand what the client's business needs by understanding the history of the brand and what the client wants it to stand for. Understand the client's strategic intent and the implications for building the client's business. Proficient in all syndicated and proprietary media applications. Keep abreast to the development and trends in the ever-changing media landscape. Able to tap into proprietary consumer insight applications or alternative sources for more in-depth analysis.

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