**Strategic Director**

**3 best things about the job:**

**1. You will have the opportunity to work on one of the most prestigious client portfolio’s in Korea,**

**on brands that are the best in the world at what they do.**

**2. You will have the opportunity to develop your leadership capabilities with you own team and**

**senior management support**

**3. You will play a pivotal part in shaping the media communications strategy for the brand in**

**Korea, supporting business growth and media investment transformation into new areas of**

**digital.**

**Measures of success –**

**In three months:**

**Develop deep understanding of client’s business and historic / current media plans**

**Begun to influence the plans and approaches for the coming year**

**Built a good relationship with the key decision makers on the client side, as well as the internal**

**working team and supporting team**

**Understood GroupM’s vision “Crafting the customer experiences of tomorrow, with uncompromised**

**quality”, and how this applies to your team and Maison**

**In six months:**

**Been able to identify areas of improvement to deliver better service and work to the client from**

**GroupM**

**Been a true leader of your team and gained their trust and respect**

**Delivered an annual strategic plan for the specific brand in Korea using the L’Atelier planning**

**framework**

**In 12 months:**

**Became a trusted adviser to the clients.**

**Succeeded in leading and managing the team on an independent basis.**

**Managed all annual review/planning proposal for the assigned client, coordinating the full agency**

**resource to deliver the result.**

**Identified future communication opportunities to address the dynamic media development**

**Responsibilities of the role:**

**Build and maintain productive and long-lasting relationship with client across all levels and**

**departments both local and global**

**Demonstrate digital leadership on the client business by providing strategic media solutions that**

**address business needs**

**Ensure all planning is strategically led, considering consumer insight, business insight and**

**coming up with media led big ideas to deliver value to our client. Planning needs to be**

**integrated across traditional and digital channels**

**Have the understanding and confidence to discuss all aspects of the business, including**

**working with the clients to arrive at the best process/systems for managing their needs**

**Develop a motivated team focused on improving our delivery to the client and providing market**

**leading work**

**Act as a mentor to junior employees. Conduct annual and interim appraisals of team members**

**in a thorough and professional manner**

**Prioritize tasks and appropriately delegate to individual members of the team, ensuring they are**

**given adequate time, resource and are sufficiently trained to execute the task**

**What you will need:**

**+10 years of relevant experience in a strategic, media, advertising and/ or comms planning role**

**Affinity for creative solutions and appetite for new thinking and work ‘that works’**

**Excellent analytical/ problem solving skills**

**Strong business, marketing and consumer understanding**

**Appetite for new media understanding and comfort with data and digital activity**

**Strong relationships with senior clients**

**Being able to manage and motivate employees and clients**

**Possess good verbal and written communication skills**

**Fluent in Korean and Strong English language skills**

**Ideally have good experience and understanding of the luxury category**

**Digital Strategic Media Director**

**Digital Strategy Media Director. Seoul, South Korea**

**Digital Strategy Media Director to lead digital media strategy, planning and campaign management across a consolidated group of prestige fashion, cosmetics, watches & jewelry and alcohol clients. Also will be tasked with driving the product and profile of the agency and ensuring that L’Atelier delivers best-in-class strategic plans that push the boundaries of traditional luxury communications. It will require you to win the trust of senior clients, while raising the capabilities of the planning teams across all maisons. Likewise, by elevating the team’s strategic capabilities and winning the trust of senior clients, you will in turn drive L’Atelier’s profile across the industry as a lighthouse of luxury communications globally.**

**Digital Strategy Media Director is required fluent Korean and English with 10 years media agency and/or digital agency experience working on strategic media planning and/or digital campaign planning.**

**한국어가 필수적으로 요구되며, 한국에서의 근무경력이 중요합니다.**

**Reporting of the role**

**This role reports to the Country Agency Lead, Seoul, Korea**

**3 best things about the job:**

1. **Collaborate Strategy and planning with non-digital staffs and ultimately consolidate overall**
2. **Experience Global digital media environment and networks**
3. **Opportunity to work for one of the leading Global accounts and deep dive into performance media marketing**

**Measures of success –**

**In three months:**

* **Understanding of the client’s product portfolio, position in market and an insight into their key competitors**
* **Understanding and support online business of client and products**
* **Understanding global network and global media stream**
* **Understand and identify opportunities to influence change to drive better planning across the integrated teams within the agency**
* **Build relationships with the key decision makers (C-suite) at client side and within the company**
* **Defined a clear optimization and innovation roadmap for clients**

**In six months:**

* **Strategically lead digital media campaign of client’s brands**
* **Communicate with global network and share best practice**
* **Identified strategic mentees within the client teams and developed dedicated growth plans**
* **Be well recognized by key clients by demonstrating thought leadership in terms of strategic planning across the luxury category**
* **Aligned key stakeholders internally and at client’s side on each maison’s integrated strategy together with the client leaders from L’Atelier**

**In 12 months**

* **Lead digital media business of client without senior support**
* **Lead SEO and e-Commerce strategies in Korea**
* **Motivated, coached and uplifted client teams to create work that drives significant business impact for the maisons**
* **Taken solid ownership of the integrated strategic product and built an understanding of how this can best benefit your clients**

**Responsibilities of the role:**

* **Lead digital media strategy and planning for a client’s media service**
* **Pioneering new media opportunities based on audience data**
* **Lead digital planning and campaign management across a consolidated group of prestige fashion, cosmetics, watches & jewelry and alcohol clients**
* **Support a media director in leading the development of regular reporting reviews across the portfolio, including quarterly buying reviews, market updates across all category of clients business**
* **Keep abreast of media trends, audience behavior, prices and opportunities and share knowledge and findings with your direct team and the apply them in consolidated media planning**
* **Maintain an in-depth knowledge of client businesses and ensure integrated and digital strategies align with brands business objectives and needs.**
* **To plan and develop ideas for “media first” innovations and build capability in strategy.**
* **Grow team’s strategic capabilities and develop sound long term strategic plans for all the key brands.**

**What you will need:**

* **Experience media / digital / advertisement agency over 10 years**
* **Strong verbal and written communication skills in Korean and English**
* **Knowledge of all aspects of Digital Media, including Search, Social and Audience buy etc.**
* **Strong analytical skills with consideration to company/client objectives**
* **Natural curiosity and desire to learn new media trend and technology**
* **Lead strategic plan and process**
* **Smooth and convenient communicate with client and GroupM local & regional team members**

**About GroupM**

**GroupM Korea is the leading global media investment management operation in Korea. It serves as the parent company to WPP media agencies, MEC, Maxus, MediaCom and MindShare.**

**Its primary purpose is to maximize the performance of WPP’s media communications agencies on behalf of our clients, our shareholders and our people by operating as a parent and collaborator in performance-enhancing activities such as trading, content creation, sports, digital, finance, proprietary tool development and other business-critical capabilities. The agencies that comprise GroupM are all global operations in their own right with leading market positions.**

**The focus of GroupM is the intelligent application of physical and intellectual scale to benefit trading, innovation, and new communication services.**