



## Marketing / マーケティング

### Job Information

**Recruiter**

[Cornerstone Recruitment Japan K.K.](#)

**Hiring Company**

消費者行動分析を行うSaaS企業

**Job ID**

1446745

**Industry**

Software

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

June 24th, 2024 02:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

None

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**【職務内容】**

- データを用いた顧客群のセグメンテーションやターゲット選定
- 経営計画や人材戦略と顧客戦略の接合、連動のための活動全般
- 顧客戦略に則った特定の注力領域での実行・パイロットケース作り
- ビジネスサイド/プロダクトサイドの各部門活動方針との連動や推進
- 戦略設計と顧客解像度を高めるためのデータ設計・活用
- Salesforce / KARTE / 調査データ等を用いた顧客データ基盤の管理・運用

- KPIの設計・運用・データマネジメント
- Marketingチームと連動した顧客データの活用
- 市場/顧客解像度を高める活動
- 市場全体の動向、兆候変化を捉えるための調査や分析
- 新規・既存顧客の情報集約、アドホックな調査の実施
- Biz/Product双方の戦略や活動判断に活かすためのデータの計測・分析

#### 【応募条件】

##### 必須要件：

- 社会人経験3年以上
- 以下いずれかの業務経験があること
  - 定量・定性調査を一通り（計画・実行・分析・提案/共有）回した経験
  - 定量データ分析の経験
  - マーケティング戦略/事業戦略設計・実行・改善の経験 ※事業会社でのインハウス・コンサル/エージェンシーサイドいずれの経験も可
- 目的思考が強く、必要なことや理想状態をフラットに議論できる
- アウトプット優先でスピーディーに動くことができる
- 理想(to be)像と現実(as is)の接合を模索したり、構造的に捉えることができる。to be/as isのどちらかに固執しない
- 色々な人と関わる、クロスファンクショナルな仕事に抵抗感がない
- スキル・経験より、事業・顧客に興味関心が強い

##### 歓迎要件：

- Cloud(Azure/AWS/GCPなど)を使用した3年以上の開発経験
- 自動化やDevOpsの実装経験
- IDPの設定や運用の実務経験
- SaaS APIを使用した開発経験

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## Company Description

**Cornerstone Recruitment Japan is focused on placing bilingual professionals in a wide range of market leading companies.**

Focusing across all sectors, we leverage the network of our experienced consultants to provide both clients and candidates with high end service levels and most importantly results.

We are passionate about helping our clients in securing the best talent on the market, by introducing unique profiles who can give them the edge in an increasingly competitive recruitment market.

Established in 2019, in partnership with Cornerstone Global Partners and with investment from Morgan Stanley, Cornerstone Recruitment Japan strives to be the recruitment partner of choice for all Tokyo based clients and candidates.

### Our Mission

The Cornerstone. As every building requires a cornerstone, we believe people are the cornerstone of every great company. Our recruitment experts are passionate about bringing together great people with great companies.

### Our Business Sectors

- Accounting & Finance

- Financial Services
- Human Resources and Office Professionals
- Industrial
- Information Technology
- Legal & compliance
- Life Science
- Supply Chain & Procurement
- Marketing
- Sales

## **Our Services**

- **Contingency**

Many clients choose to utilize our success based contingent recruitment service. We take the time to fully understand the job brief before presenting a tailored shortlist of 5 to 6 candidates from our expansive existing network. This service comes with no obligation to hire and our clients only pay a fee when the successful candidate joins.

- **Retained**

Our retained service is particularly successful for clients with high profile/critical hiring needs, or niche searches that involve a significant amount of time unearthing candidates from outside our existing network. Clients who choose our retained service benefit from the introduction of exclusive headhunted candidates and top prioritization from the Cornerstone team.

- **Market Entry**

With a wealth of experience in the Japan market, our consultants have successfully helped many clients enter the Japan market. We can help you secure that critical first hire, as well as providing a consultation service, to make sure that your business is well prepared for all the initial hurdles it will face.