



Digital Marketing Manager

Job Information

Recruiter

Cornerstone Recruitment Japan K.K.

Hiring Company

Global automobile manufacturer

Job ID

1447935

Industry

Automobile and Parts

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

Negotiable, based on experience

Refreshed

July 15th, 2024 03:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

[JOB RESPONSIBILITIES]

- Developing and establishing Digital Marketing Strategy.
- Managing projects by steering cross-functional and international teams, and agencies, by closely collaborating and aligning with HQ roll outs and ensuring market specific conditions are met.
- Implementing Marketing Technologies and Services rollouts and stabilize them across divisions and brand.
- Ensuring data and channel integration with adequate understanding of CRM / Global Customer Data Management (GCMD) data and structure.
- Enhancing media targeting, lead nurturing and conversion with Martech/Adtech (e.g. DMP, DSP, Ad Server, NSP).
- Establishing legal clarification for CRM data and 3rd party platform utilization for precise media targeting.
- Directing the team's website manager to enhance the online journey & experience.
- Managing Online Sales / Digital Touchpoints.

- Managing Owned Media platforms, execute automated 1:1 customer communication and implement new scenarios and features.
- Elevating Paid Media partnerships with the relevant media owners and platforms to ensure digital competitiveness in Japan by remaining up to date with newly available features and evaluating introduction of them.
- Owning digital performance tracking and optimization by establishing tracking rules that align with HQ standard and taking necessary actions to ensure achievement of targets.
- Leading Digital Addressability Management by ensuring local consent management structure aligns with the HQ standards and remains in compliance with Japanese law, allowing users to manage their consent on global platforms.
- Organizing workshop with central teams and agencies on Digital Marketing Technologies.

[REQUIREMENTS]

- Bachelor or master's degree, preferably in a business, marketing and/or digital field
- 5 years of marketing experience including 3+ years of digital marketing experience (technical platform development management experience is a plus.)
- Excellent communication skills with ability to manage multiple stakeholders in Japan, German HQ, and agencies
- Solid project management skills
- Fluency in English and Japanese
- Innovative mindset, open to new challenges, eager to learn, flexible
- Analytical skills, problem resolution skills (troubleshooting and SOP establishment)
- Experience in leading and managing teams and agencies

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.