



Senior Digital Marketing

Job Information

Recruiter

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

Hiring Company

Global Internet game platformer

Job ID

1457538

Industry

Gaming

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

Negotiable, based on experience

Refreshed

July 23rd, 2024 03:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

[JOB RESPONSIBILITIES]

- Lead and build up the Global Web Marketing team and bridge the internal global teams with the local Japanese marketing team to achieve goals
- Operation of various web advertisement tools (SNS, affiliate, etc.)
- Manage of display and listing ads and analyze ads serving and distribution data
- Work directly on IP projects with Japanese anime and manga publishers

- Reference point for anglophone countries regarding marketing and advertising strategies, and give creative direction and verification
- Various other game marketing-related project tasks, depending on skill set and preferences

[REQUIREMENTS]

Mandatory:

- English : Native Proficiency
- Japanese : Professional Proficiency (JLPT N1, N2 or equivalent)
- Web marketing experience, especially in the video game industry (3 years or more)
- SEM advertising operation experience
- A strong understanding of ad serving and marketing in U.S. or Korea or Taiwan
- Ability to write compelling and creative content in English and Japanese
- Passionate gamer with knowledge of video game terminology and language (RPGs)
- Knowledge of Japanese otaku culture
- Ability to adapt to a fast-paced, multicultural environment where growth and change are constant
- Flexibility, ability to deal with uncertainty and prioritize tasks

Desirable:

- Fluency in other languages
- Marketing promotion experience
- Writing press releases / copywriting (in English) experience
- Japan-related experience

Company Description