



Responsible for influencer marketing in overseas markets!

#Fintech #No transfer #Free clothing

Job Information

Hiring Company

BLITZ Marketing Co., Ltd.

Job ID

1470018

Division

グローバルマーケティング事業部

Industry

Digital Marketing

Company Type

Small/Medium Company (300 employees or less)

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

4.5 million yen ~ 7 million yen

Work Hours

9:00~18:00

Holidays

125 or more days off per year. 2-day weekend system.

Refreshed

October 2nd, 2024 04:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 75%)

Minimum Japanese Level

None

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

[Recruitment background]

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In recent years, with the spread of digital media, influencer marketing has become an important part of business strategy. As part of our new business development and promotion strategies, we aim to expand brand awareness and effectively reach our target audience by focusing on influencer marketing.

[About business content]

Our company supports the development of a comprehensive investment financial platform. In order to establish our unique position, we are currently developing a large-scale marketing plan that includes acquiring licenses and branding in each and every region.

This message will be sent to the entire world using English.

(1) Casting

- Discovering next-generation influencers (Twitter, YouTube, Instagram, TikTok, etc.)

You'll embrace new trends and discover the next generation of influencers across a wide range of platforms.

We will find the influencers that match your target and leave it to you to carry out the best casting for your project.

- Meetings with production and influencers, negotiation and coordination of appearances

You will be responsible for communicating smoothly with production companies and influencers, and effectively negotiating and coordinating appearances.

(2) Planning

- Concept design

You will design an effective and attractive concept based on the project objectives.

- Planning and designing of marketing campaigns

You will plan and design strategic marketing campaigns and develop strategies to achieve goals.

(3) Direction

- Progress management of the entire project

You will closely manage the progress of the project and promote the plan to achieve the goals.

(4) Analysis

- Investigation and analysis of competitors and reference services

You will help improve strategies by understanding market trends and analyzing competitors and reference services.

- Customer journey analysis

You will analyze customer experience and help optimize marketing strategies.

- Social listening

You will monitor feedback and trends on social media.

- Temporary verification planning

You will develop plans to test hypotheses and support data-driven decision making.

- Marketing data management using Google spreadsheets

You will effectively organize and manage marketing data and support strategic decision-making.

(5) Building an influencer organization

- negotiation

You will build cooperative relationships through negotiations with influencers.

- Organization

You will organize influencers and facilitate effective collaboration.

In the short term, the role will be to formulate and implement a quick and effective influencer marketing strategy, and in the medium to long term, we will position influencer marketing as a part of our business strategy, and we are looking for someone who can take on leadership in this area. I am thinking of doing so.

You will participate in ongoing projects, drive new business initiatives, and grow and develop the influencer marketing team.

We welcome individuals who can grow with us over the medium to long term and lead our innovative marketing strategies.

[Member composition]

Chief Operating Officer (1 person)

Director (1 person)

Manager (1 person)

Marketing team (2 people)

Development team (31 people)

Middle office team (7 people)

Back office team (7 people)

*Assigned to the marketing team.

[Attractive points]

(1) Opportunities to gain experience in a wide variety of business areas

You will have the opportunity to be involved not only in influencer marketing, but also in a wide range of operations from the

upstream to the front-line aspects of business.

This allows you to develop your individual skills and perspectives holistically and gain a wide range of experience.

(2) Opportunity to participate in business development

We believe that influencer marketing is extremely important for our business development and promotion strategy.

By participating in new business development, you are expected to contribute to business growth and achieve great results in your career.

(3) Access to the latest trends in digital media

Influencer marketing is closely related to the latest trends in digital media.

In an ever-changing digital environment, you need to be sensitive to the latest trends and adapt your strategy.

(4) Driving innovative marketing strategies

From a medium- to long-term perspective, we expect him to grow together with the company and play a role in driving innovative marketing strategies.

This allows you to expand your influence within the industry and further advance your career.

Required Skills

[Prerequisite]

- English proficiency at business level (Japanese not required)
- More than 1 year of influencer marketing experience in overseas markets

[Preferential conditions]

- People who have connections with finance/payment services/stocks/investment-related English-speaking influencers
- People who have connections with finance/payment services/stocks/investment-related English-speaking influencer production

Company Description