



Digital Marketing Specialist /Join the overseas market team!

Overseas business/cross-border EC

Job Information

Hiring Company

THREE R CORP.JAPAN

Job ID

1471768

Division

海外マーケティング

Industry

General Import, Export

Job Type

Permanent Full-time

Location

Fukuoka Prefecture, Fukuoka-shi Hakata-ku

Train Description

Airport Line (No.1 Line), Hakata Station

Salary

3.5 million yen ~ 6 million yen

Work Hours

9:00 to 18:00, Monday to Friday

Refreshed

July 8th, 2024 03:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Daily Conversation

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

From the department leader:

We are currently seeking a talented and experienced Digital Marketing Specialist to join our dynamic overseas markets team and help us achieve our digital marketing and sales goals for our brands Wazakura Japan (Bonsai and Ikebana tools) and Asayu Japan (Wellness and Relaxation products).

■Employment type: Full-time employee

■Job description

As a Digital Marketing Specialist, you will play a pivotal role in our marketing efforts. Your responsibilities will include, but are not limited to, creating, and managing multi-channel digital marketing campaigns, optimizing the marketing funnel, creating content, and overseeing e-commerce management, including an e-commerce platform and an Amazon seller account.

■Responsibilities:

- Develop and Execute Digital Marketing Strategies based on comprehensive multi-channel strategies, including SEO, PPC, social media, affiliate marketing, content marketing, and email marketing to drive quality lead traffic.
- Utilize strong data analysis and interpretation skills to make data-driven decisions, perform A/B testing, and effectively use data visualization tools.
- Content creation (Blog, News, stories, video, etc.)
- Formulate and execute marketing strategies aligned with business goals and based on thorough market research and trend analysis.
- E-commerce platforms management and optimization: Concentrate on enhancing the marketing funnel stages and customer interaction points to improve user experience, boost conversion rates, and increase revenue generation.
- Manage an Amazon seller account (or similar major platform), including PPC campaigns, product optimization, and fulfillment strategies.
- Partnership Development: Actively identify and cultivate new partnerships for our affiliate program, instructor program, and brand ambassador initiatives, etc., focusing on expanding our network and fostering collaborative relationships that enhance brand visibility and market reach.
- Supporting Market Expansion Overall Initiatives: Engage in diverse activities including comprehensive market research, assistance in new products launch, new brands development, contributing to overall growth.

■About Us:

At THREE R GROUP, JAPAN our global presence drives us to supply original products and services to markets around the world. Our vision is to empower individuals to realize their aspirations and invigorate society, while our mission centers on embracing change and boldly tackling new challenges. We hold values of humility, boldness, a love for effort and growth, and an unwavering commitment to surpassing our rivals with unmatched speed. With these principles at our core, we continuously adapt and innovate, striving to exceed expectations and energize people worldwide through our diverse array of original products and services.

※No side jobs allowed

Required Skills

■Required qualifications:

- 3 to 5 years of experience in Digital Marketing.
- Bachelor's degree or higher in Marketing, Digital Marketing, or related fields.
- Strong computer skills, including MS Word, PowerPoint, Excel, Outlook.
- Problem-solving and critical thinking abilities to identify, analyze, and solve complex marketing challenges.
- Organization, time management, and teamwork skills.
- Adaptability and flexibility to adjust to changing priorities and embrace new technologies.
- Fluent in English.

Qualifications:

- 3 to 5 years of experience in Digital Marketing.
- Bachelor's degree or higher in Marketing, Digital Marketing, or related fields.
- Strong computer skills, including MS Word, PowerPoint, Excel, Outlook.
- Problem-solving and critical thinking abilities to identify, analyze, and solve complex marketing challenges.
- Organization, time management, and teamwork skills.
- Adaptability and flexibility to adjust to changing priorities and embrace new technologies.
- Fluent in English.

■Preferred qualifications:

- Daily conversation or higher Japanese Skills
- Email Marketing experience
- Branding Strategy experience
- Experience with AI and machine learning applications in marketing.
- Understanding of international marketing and cross-cultural advertising.
- Experience with graphic software such as Photoshop, Adobe Illustrator, etc is a plus.
- Team management experience is a plus.
- Fluent in Italian, Spanish, or any other foreign language is more than welcome!

*The interview will be conducted in English

*Work location is Fukuoka **(Not available for working remotely)**

- ◆ The position will be determined through an interview, taking into account your experience, age, and previous salary.
- ◆ There is a trial period of 2 months (basic salary minus 7,000 yen during the period)
- ◆ Salary increase available (once a year)
- ◆ Bonus available (twice a year, based on performance/first year multiplied by number of months worked)

Document screening (resume/CV or career sheet) → Aptitude test (WEB test) → First interview → Final interview

■Treatment/benefits

- ◆ Commuting allowance (up to 50,000 yen/month)
- ◆ Job allowance
- ◆ Child allowance (1st child: 3,000 yen/month, 2nd child: 4,000 yen/month, 3rd child: 5,000 yen/month)
- ◆ Special allowances (idea allowance 1,000 yen/time, smoking cessation 2,000 yen/month, etc.)
- ◆ Certification acquisition support system Opportunities for professional growth and development.
- ◆ Qualification acquisition support

- ◆ Equipped with various social insurance
- ◆ Retirement allowance system available (for 3 years or more)
- ◆ In-house seminars (training with external instructors invited)
- ◆ External training
- ◆ Book purchase (company purchases books for study)

■ **Holidays/Vacations**

- ◆ Complete 2-day weekend system (Saturday and Sunday)
- ◆ Holidays
- ◆ GW
- ◆ SW
- ◆ Summer vacation
- ◆ New Year holidays
- ◆ Paid vacation
- ◆ Childcare leave
- ◆ 125 days off per year

Company Description