CareerCross

OIKO TECHNO

Marketing Analyst

Job Information

Hiring Company
Oikotechno Japan Co., Ltd

Subsidiary
Oikotechno Japan

Job ID
1476930

Industry
Digital Marketing

Company Type
Large Company (more than 300 employees) - International Company

Non-Japanese Ratio
Majority Non-Japanese

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
4.5 million yen ~ 5.5 million yen

Refreshed
July 18th, 2024 01:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Entry Level

Minimum English Level
Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level
Business Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
Permission to work in Japan required

Job Description

Experience: 2-5 years

Experience and Capabilities:

- Modeling techniques such as MMM, Multi-Touch Attribution, Predictive Analytics, etc.
- Strong knowledge and working experience in Google Marketing Platform, especially in Analytics (GA 360, GA4), Google Tag Manager, Data Studio, Optimize
- Exposure to Data Management Platforms and Customer Data Platforms
- Expertise in the full spectrum of digital analytics including but not limited to tag management, web analytics, A/B

testing, campaign optimization, audience management, and paid media measurement.
- Familiarity with AI/ML techniques applicable to marketing analytics
- Proven ability to support complex analytical projects for a large customer base.
- Evolve and refine measurement frameworks and KPIs for Customer Measurement
- Write concise reports with marketing insights supported by solid analytics and logical thinking.
- Develop program initiatives utilizing segmentation strategies based on customer behaviors, business drivers and economics, competitive environment, and past program results.
- Expertise in web analytics. Hands-on experience in building dashboards and segmentation in Adobe Analytics. Understand the different components of Adobe Analytics.
- Provide thought partnership in customer web/mobile engagement & journey, lifecycle activities, and website optimization.
- Benchmark, communicate, and track program results against the plan.
- Be able to quickly translate business problems to an analytical solution-based framework.

Required Skills

Requirements:

Candidate must have:

- Good Japanese and English communication skills.

Notable Analytical Tools

- Analytics & A/B testing/Experimentation
- Adobe Analytics/ Google Analytics
- Dynamic Yield and Optimizely
- SQL, R/Python with in-depth knowledge and understanding of business intelligence platforms such as Datorama, Tableau, Power BI, Alteryx, etc.

Company Description