



## Digital Marketing Manager | 3年以上のGoogle/Meta 広告運営・管理経験必須

★Japan residents only ★Flex/hybrid work

### Job Information

#### Hiring Company

Custom Media K.K.

#### Job ID

1482632

#### Industry

Digital Marketing

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards

#### Salary

Negotiable, based on experience

#### Refreshed

July 3rd, 2024 11:00

### General Requirements

#### Minimum Experience Level

Over 3 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Business Level

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

#### Summary

Custom Media is an award-winning integrated digital marketing agency based in central Tokyo. With over 15 years of experience in the Japanese market, we offer full-service, integrated marketing solutions that unite data with creativity, and we harness local and international expertise to bridge the gap between Japan and the world.

We are seeking a talented and experienced Performance Marketer to join our dynamic agency. The ideal candidate will have a strong background in managing and optimizing marketing campaigns across various channels. This role is crucial in driving growth, optimizing performance, and ensuring the success of our clients' marketing efforts. You will need to be highly analytical, creative, and capable of thriving in a fast-paced, dynamic environment.

#### Responsibility

##### Research:

- Conduct competitive analysis and market research to identify growth opportunities.
- Stay updated with the latest industry trends, technologies, and best practices to keep marketing strategies current and

effective.

- Use SEO tools to research keywords and audit websites to enhance search engine rankings and visibility.

#### Marketing:

- Manage end-to-end performance marketing activities across all channels, including newsletter platforms and Japanese ad platforms.
- Utilize data analytics tools to measure campaign effectiveness and make data-driven decisions.
- Efficiently manage ad budgets to ensure optimal performance.
- Monitor, create reports and recommendations, and optimize client and internal marketing efforts.

#### Creative:

- Develop campaign ideas and assets in English and Japanese with support from editors.
- Collaborate with the account management and studio teams to ensure messaging across all channels is consistent, aligned, and optimized.
- Assist in the creation of marketing plans and strategies for new product launches and business expansions.

#### **Working Hours**

- 9:30am to 6:30pm Monday to Friday
- Work from home and / or office flexibility

#### **LOCATION (ADDRESS)**

Toranomon 40MT Building 7F 5-13-1 Toranomom, Minato-ku Tokyo 105-0001

#### **Compensation and Benefits**

- Attractive salary negotiable based on experience
- Professional career and life coaching, training, mentoring
- Generous company share appreciation rights scheme
- Full exposure to all aspects of our business
- Friendly, comfortable environment at a central office in Kamiyacho
- Transport allowance
- Work from home allowance
- Social insurance and benefits
- Paid vacations

---

## Required Skills

### **Key Qualifications**

- At least 3 years of experience in performance marketing, with a proven track record of managing and optimizing campaigns.
- 3-5 years of experience in managing Google Ads & Meta Ads
- English speaker with excellent command of Japanese, capable of effectively communicating in a multicultural environment.
- Proficient in data analytics tools and marketing platforms, including Japanese ad platforms such as LINE and Yahoo! Japan.
- Strong analytical skills with the ability to make data-driven decisions.
- Creative mindset with experience in creating marketing assets; familiarity with Canva is a plus.
- Self-driven, adaptable, and maintains a goal-oriented and positive mindset.
- Strong organizational skills, detail-oriented, and capable of working independently to meet deadlines.

### **Education**

- Bachelor's degree in Marketing, Business, or a related field preferred.
- Desirable: Industry certifications (e.g., Google Ads, Facebook Blueprint, or other relevant certifications).

---

## Company Description