

Digital Marketing Manager at Top Cosmetics Company - Up to 9M

Digital Marketing Manager, Cosmetics

Job Information

Recruiter

Michael Page

Job ID

1486298

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6.5 million yen ~ 9 million yen

Refreshed

July 17th, 2024 10:54

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Manage and execute digital marketing initiatives to optimize e-commerce sales and enhance brand visibility, while serving as a pivotal communication hub within the organization to drive effective strategies.

Client Details

Join a leading cosmetics brand in Japan's dynamic beauty industry, offering a collaborative environment where creativity and innovation are valued, supported by a team dedicated to achieving digital marketing excellence.

Description

- Develop and manage digital marketing creatives to boost promotions and product launches.
- Drive social media campaigns on platforms like LINE, Instagram, and Twitter.
- Lead media planning to increase brand awareness and drive sales.
- Collaborate with CRM team to optimize consumer journey and drive traffic.
- Manage website content and oversee SEO strategies.
- Analyze SNS traffic data to identify growth opportunities.
- Oversee website improvement projects in collaboration with business partners.

Job Offer

- Opportunity to lead digital marketing strategies for a prominent e-commerce brand.
- Collaborative work environment with a focus on creativity and innovation.
- Competitive salary and benefits package.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Thibaut Silvestre on +813 6832 8927.

Required Skills

- 5 years of digital marketing experience with a strong understanding of the beauty industry.
 - Proficiency in SEO, Social Media, and Email marketing.
 - Experience in end-to-end digital marketing activities and creative content creation.
 - Strong interpersonal and communication skills, with the ability to work effectively with internal and external stakeholders.
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Company Description

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