



## Digital Marketing Manager

外資系リゾートホテル運営会社でのマーケティングマネージャーポジションです。

### Job Information

**Recruiter**

PROGRE Ltd

**Hiring Company**

外資系リゾートホテル運営会社

**Job ID**

1486441

**Industry**

Hotel

**Company Type**

Large Company (more than 300 employees) - International Company

**Non-Japanese Ratio**

(Almost) All Non-Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen ~ 12 million yen

**Refreshed**

July 19th, 2024 10:04

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level (Amount Used: English Only)

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

- Manage digital performance marketing across key search engines and platforms like Yahoo and Google, optimizing for competitive keywords and efficient advertising methods to enhance brand awareness and engagement.
- Lead social media marketing efforts on platforms like Line and Twitter, developing strategic plans and overseeing content creation, advertising, and other activities to build brand equity and contribute to profit.
- Establish digital partnerships to execute integrated marketing strategies, focusing on brand awareness, customer acquisition, and improving digital experiences.

- Coordinate with internal teams and external agencies to create and deploy optimized content across various digital platforms, ensuring accuracy and relevance.
  - Ensure integration with on-property technical applications such as booking engines, ticket sales, loyalty programs, and UX designs for enhanced customer experiences.
  - Maintain compliance with privacy and other regulations for all customer-facing materials.
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## Required Skills

- Bachelor's degree in (Digital) Marketing, Communications, Business, or related fields preferred.
  - 5 or more years of professional experience in Digital Marketing, with experience in markets such as Japan, Korea, or China.
  - Proven experience in Omni-channel executions and utilizing digital technologies for campaigns and customer engagement.
  - Familiarity with CMS platforms, usability, and online A/B testing tools. Proficiency in Microsoft Office Products and web-based hosting solutions (e.g., Adobe, Drupal).
  - Strong design and visual interpretation skills in digital and mobile spaces.
  - Excellent written and verbal communication skills in one or more languages: Korean, English, Japanese, Chinese.
  - Experience in the Hospitality industry is advantageous but not essential.
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## Company Description