



【Dynamic International Team】 Marketing Manager 【Digital】

Global Property Development

Job Information

Hiring Company

Weave Living Japan K.K.

Job ID

1486924

Industry

Property Developer, House-builder

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chiyoda-ku

Train Description

Hanzomon Line, Otemachi Station

Salary

6 million yen ~ 12 million yen

Refreshed

November 18th, 2024 01:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

About the Company:

Weave Living is Asia Pacific's leading integrated lifestyle rental apartment developer, owner, operator, and asset manager. Our beautifully designed and professionally managed living options include multifamily apartments, luxury serviced suites, and private studios in wholly owned buildings in prime city centre locations. We pride ourselves in bringing hassle-free city living experience to our residents delivering fantastic value. Our properties are home to global citizens who rave about our fully furnished, design-led living spaces, amazing, shared spaces, state-of-the-art technology, luxury amenities, unmatched service, and most importantly a vibrant community led by our very own brand ambassadors. Focus on sustainability, and creating positive social impact is at the heart of everything we do. We are a portfolio company of leading global private equity firm Warburg Pincus, and work with several marquee institutional investors as JV partners in our residential-for-rent asset management business. Our current AUM on a fully invested basis is c. USD 2.8 billion with over 2,300 units spread across APAC's key gateway cities. We are rapidly expanding in the region with Japan and Korea as key target markets, to

complement our existing presence in Hong Kong and Singapore.

About the Role:

We are looking for a highly motivated and energetic Marketing Manager who is passionate about all things marketing, digital marketing, and content creation.

Responsibilities:

- Responsible for overseeing all marketing activities for Weave Living Japan, including formulating local marketing plans and implementing digital marketing, PR, content creation, and social media activities.
- Periodically follow up with analytic reports after marketing program implementation for continued improvements and future campaign development.
- Work with external creative, PR and media agencies to ensure all local marketing content and activities are consistent with overall brand directions and guidelines.
- Collaborate with cross-functional teams, including Sales, Operations, and Community to ensure brand consistency, superior customer experience across all consumer touchpoints, and to meet key business targets.

Work closely with HQ marketing team to:

- Develop go-to-market strategies for our entry into the Japan market, with a focus on understanding Japan's business strategies, consumer insights and preferences, as well as media and competitive landscape.
- Coordinate with external vendors for ensuring the creative and production of all marketing collaterals, creative assets, or consumer events are aligned with corporate direction and brand identity.
- Work with an external PR agency to prepare press releases, support the handling of media requests and inquiries, and to create, and organize press activities such as hosting media visits or press conferences.
- Ensure all bilingual marketing content, property information and pricing details are updated timely and accurately on www.weave-living.com, press room and relevant publications and platforms.
- Plan and execute year-round marketing initiatives and campaigns in Japan, and proactively share any marketing best practices between key markets across Asia Pacific.

Required Skills

To apply, please include the most recent version of your English CV/resume.

Requirements:

- Marketing professional with a bachelor's degree or above in Marketing, Business Administration, or related field
- With at least 5 years of solid digital marketing (or agency) experience in Japan, exposure to real estate or hospitality industries would be an advantage
- Strong communication and project management skills
- Entrepreneurial mindset, clear results orientation, and strong problem-solving skills to achieve business targets.
- Solid knowledge of digital marketing (paid search, social, online, PR) and website analytics tools (e.g. Google Analytics) for performance marketing
- Ability to work in a fast-paced, dynamic environment and handle multiple projects simultaneously.
- Business proficiency level of Japanese and English

Benefits:

- Excellent company culture with the ability to work internationally.
- Competitive base compensation and bonus scheme
- International travel potential
- Growth potential based on performance and interest
- Company-wide outings and retreats

Company Description