



## Digital Marketing CRM

### Job Information

**Recruiter**

Advisory Group K.K.

**Job ID**

1490027

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 9 million yen

**Refreshed**

December 13th, 2024 03:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

- Manage loyalty programs and promotion activities based on the market activation plan to drive traffic, conversion, and customer loyalty.

**Key Responsibilities:**

- Implement market activation plans to enhance brand awareness and achieve business objectives.
- Execute CRM/Promotion activities in alignment with global guidelines, integrating online and offline efforts.
- Strengthen consumer loyalty and ensure data accuracy through cleansing activities.
- Monitor and report on CRM/Promotion performance, providing feedback to the Marketing Director.
- Manage relationships with outsourced agencies handling customer records.
- Ensure compliance with local regulations and provide necessary training to store staff.
- Serve as the main contact for CRM/Promotion-related queries.

**Candidate Requirements:**

- 3+ years of experience in fashion/retail or 2+ years in a CRM/Promotions role within Consumer Goods.
- Experience with loyalty programs and promotions.
- Strong communication, organizational, and relationship-building skills.
- Ability to manage multiple stakeholders.

- Business proficiency in the local language and basic English skills for non-English markets.
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## Company Description