



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

April 18th, 2025 04:00

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.

Company Description