



[世界9拠点]Social Media Specialist 海外ブランドの日本展開をコンサルティング

マーケティング/土日祝休み/残業少/スタートアップ/英語を活かせる/外資系企業/

Job Information

Hiring Company

WPIC Technology Japan G.K.

Job ID

1490099

Industry

Digital Marketing

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

4 million yen ~ 7 million yen

Work Hours

9:00am to 6:00pm

Refreshed

August 21st, 2024 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Who We Are:

WPIC Marketing + Technologies drives revenue for global brands in China, Japan, Korea, and SEA through data, analytics, e-commerce solutions, warehousing and logistics, and essential support services. Founded in Canada, with more than 350 employees in offices across 9 cities, WPIC is the world's leading APAC e-commerce and technology consultancy. Our team provides end-to-end market entry and growth solutions for global brands looking to succeed in APAC. With more than 19 years of on-the-ground experience, WPIC has successfully deployed over 650 organizations in the APAC region.
<https://www.wpic.co/>

Main Responsibilities

- Consumer Insights: Conduct market research and analyze consumer data to gain deep insights into customer behavior, preferences, and trends. Use these insights to inform marketing strategies and campaigns.
- Brand Marketing: Develop and execute brand marketing strategies that enhance brand recognition, positioning, and equity in the Japanese market.
- Public Relations: Manage PR activities, including press releases, media relations, and event coordination, to increase positive brand exposure and maintain a favorable public image.
- Influencer Marketing: Identify, engage, and manage relationships with influencers and key opinion leaders (KOLs) to amplify brand messaging and drive engagement.
- Campaign Planning & Execution: Create comprehensive marketing plans, including timelines, budgets, and KPIs, and oversee the execution of these plans to ensure they meet business objectives.
- Collaboration: Work closely with cross-functional teams, including creative, digital, and sales, to ensure cohesive and aligned marketing efforts.
- Performance Analysis: Monitor the effectiveness of marketing campaigns, using analytics tools to track key metrics, and provide actionable insights to improve future campaigns.
- Budget Management: Manage the marketing budget, ensuring cost-effective use of resources while achieving maximum ROI on marketing spend.
- Social Media Management: Develop and execute social media strategies across platforms such as Instagram, Twitter, Facebook, LINE, and others to increase brand visibility and engagement in Japan.
- Content Creation: Create, curate, and manage engaging and relevant content (text, images, videos) for our social media channels, ensuring it aligns with the brand's voice and objectives.
- Community Engagement: Actively engage with our online community by responding to comments, messages, and mentions, fostering a positive and supportive environment for followers.
- Campaign Planning: Plan and execute social media campaigns, promotions, and contests to drive engagement, increase followers, and support marketing goals.
- Analytics & Reporting: Monitor and analyze social media performance using analytics tools, providing regular reports on key metrics such as engagement, follower growth, and campaign effectiveness. Use data insights to optimize content and strategies.
- Trend Monitoring: Stay up-to-date with the latest social media trends, tools, and best practices in Japan, and recommend new strategies to keep the brand ahead of the competition.
- Cross-Functional Collaboration: Work closely with marketing, e-commerce, product teams to ensure social media efforts align with overall marketing campaigns and product launches.
- Community Feedback: Gather and report community feedback to relevant teams, helping to inform product development, customer service improvements, and overall brand strategy.

Required Skills

Salary : Negotiable. Actual base pay will be determined based on factors such as transferable skills, work experience, market demands, and primary work location.

Work Place: Tokyo (Office)

Due to the international nature of our work, the employee may be requested to work variable times, remotely from home or work environments may therefore vary according to the conditions in and around the employee's home office.

Holidays: Saturdays, Sundays, Japanese national holidays, and from December 31 of the current year to January 3 of the following year

Benefits: Fully equipped with social insurance, company laptop and transportation expenses provided, no smoking indoors

Payed Leave: 10days after 6months, increases as Japanese labour law

Probation Period : 6months

Company Description