



Growth Specialist (Marketing)

Growing company, strong business model

Job Information

Recruiter

Propel Consulting K.K.

Job ID

1493366

Industry

Other (Hospitality)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 13 million yen

Refreshed

September 6th, 2024 14:41

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Other Language

Chinese (Mandarin) - Fluent

Minimum Education Level

Technical/Vocational College

Visa Status

Permission to work in Japan required

Job Description

The position is based in our client's Tokyo office in Japan. We are looking for a Growth & Operations Specialist to lead a transformation of our business. This role will be leading specific product categories' growth and operations, and providing support in management decision-making, especially with a view the in-bound customer segment (outside Japan).

- **Strategy and planning:** Responsible for business growth, including but not limited to defining multi-year business strategy, lead in budget planning and management, identifying key enablers and drive end-to-end execution.
- **Content operations:** Enhance core user inbound awareness. Develop and execute content marketing and scenario-based conversion operations to achieve sustainable business growth.
- **Channel expansion:** Conduct in-depth analysis of the customer lifecycle to uncover valuable opportunities for user growth. Explore and develop potential channels and partnerships.

- Product and UX: Drive business solutions for user growth and platform experience, recommending the best solution among multiple operational and product approaches.
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Required Skills

- Bachelor's degree or above, with at least 5 years of work experience.
 - Ability to independently build business growth roadmap and measurable goals, break down into actions with proper accountable owners, and drive end-to-end execution.
 - Rich experience in content operations and channel expansion. Deep understanding in user insights and internet growth operations.
 - Rich experience in cross-team and international work. Demonstrated ability to earn trust, effectively communicate, and build strong relationships with internal stakeholders.
 - Exceptional verbal and written communication skills. Strong attention to detail, and a data-driven analytical approach.
 - Business-level proficiency in Chinese and Japanese.
 - English skills would be a definite plus and would broaden this role into a truly globally focused role.
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Company Description