



シニアソーシャルメディアスペシャライズド

Job Information

Hiring Company

[QVC Japan, Inc.](#)

Job ID

1494838

Industry

Other (Distribution, Retail, Logistics)

Company Type

International Company

Job Type

Permanent Full-time

Location

Chiba Prefecture, Chiba-shi Mihama-ku

Train Description

Keiyo Line, Kaihin Makuhari Station

Salary

Negotiable, based on experience ~ 7.5 million yen

Work Hours

フレックスタイム制

Holidays

完全週休二日制（土日祝）

Refreshed

December 27th, 2024 10:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

Business Level

Minimum Education Level

Technical/Vocational College

Visa Status

Permission to work in Japan required

Job Description

Responsibility Summary

This individual will be charged with managing social media profiles and executing the marketing strategy to drive reach, engagement, brand enhancement, and eventually sales. The role will interact with social media communities to promote the QVC brand, events, etc., and build an editorial calendar and related compelling, consistent, and meaningful content on all social media platforms. The individual will also have responsibility over QVC's video social marketing & content marketing

strategy, exhibiting a passion for storytelling as well as being a true cultural thought leader.

Key Accountabilities

40% Social & Community Strategy

- Responsible for the brand identity across all social platforms, working directly with the social media production team and other content teams to ensure all content is brand-right and meets platform best practices.
- Implement and execute social media strategies that build brand awareness, and generate engagement, traffic, and sales.
- Implement curation/creation of brand content / editorial strategy that moves the needle on awareness, influence, conversation, and advocacy through people, voices, and content to ensure positioning comes to life (right content on the right platform)
- Stay current with social media trends and best practices.
- Manage customer service strategy on social media platforms.
- Develop a multi-platform social media video & content strategy that works to service various platforms (e.g., YouTube, IG, X, Facebook)
- Implement a cross-channel social marketing plan (including content strategy)

40% Social Media Deployment & Moderation

- Develop and deliver social media optimization (SMO)
- Build the editorial calendar/schedule, write, and review, and approve content to increase customer long-term engagement.
- Generate, edit, publish, and share content daily, ensuring consistent communication with our social media followers.
- Collaborate with other departments to manage company reputation, coordinate promotions, and increase reach.
- Moderate user-generated content and messages appropriately, based on company and community policies.
- Manage social selling opportunities with all Digital Store team members.

15% Social Media Analytics

- Analyze analytics reports in coordination with the Customer Analytics team to gain insight into traffic, demographics, and effectiveness to drive improvements in traffic/engagement.
- Report regularly on posting trends for each of the competitive platforms by utilizing analytical tools.

5% Social Media Security Monitoring

- Social media security monitoring, management of copyrighted materials and videos in partnership with the Legal team.
- Work with outside vendors and media platforms e.g., Meta, YouTube, and X to protect and manage the intellectual property rights of all content.

Required Skills

Qualifications

- Business or above Japanese
- 3-5 or more years of relevant experience (social media marketing, Digital marketing, Content marketing, Marketing coordinator, Influencer marketing, Brand marketing, PR)
- Team management or team leader experience
- Project management skills and practical experience in using BI tools, web analytics, MS Excel, MS PowerPoint, MS Outlook, and MS Teams.

Preferred Skills

- Performs tasks independently under broad direction.
- Provides personal support to less experienced team members.
- Fluency in social media platforms
- Strong communication skills
- Deeper Social media marketing working expertise with solid best practices.
- Analytical skills

Company Description