



Marketing Manager / マーケティングマネージャー

Manager Position

Job Information

Recruiter

Ahead Japan

Hiring Company

Property and Real Estate

Job ID

1501474

Industry

Other (Real Estate, Construction)

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

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General Requirements

Minimum Experience Level

Over 6 years

Career Level

Executive

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

- Responsible for overseeing all marketing activities for the company, including formulating local marketing plans and implementing digital marketing, PR, content creation, and social media activities.
- Periodically follow up with analytic reports after marketing program implementation for continued improvements and future campaign development.
- Work with external creative, PR and media agencies to ensure all local marketing content and activities are consistent with overall brand directions and guidelines.
- Collaborate with cross-functional teams, including Sales, Operations, and Community to ensure brand consistency, superior customer experience across all consumer touchpoints, and to meet key business targets.

Required Skills

- With at least 5 years of solid digital marketing (or agency) experience in Japan, exposure to real estate or hospitality industries would be an advantage
 - Strong communication and project management skills
 - Entrepreneurial mindset, clear results orientation, and strong problem-solving skills to achieve business targets.
 - Solid knowledge of digital marketing (paid search, social, online, PR) and website analytics tools (e.g. Google Analytics) for performance marketing
 - Ability to work in a fast-paced, dynamic environment and handle multiple projects simultaneously
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Company Description