

## Digital Marketing Manager

### Digital Marketing Manager

#### Job Information

##### Recruiter

Michael Page

##### Job ID

1502509

##### Industry

Other

##### Company Type

Large Company (more than 300 employees) - International Company

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

7 million yen ~ 8 million yen

##### Salary Bonuses

Bonuses paid on top of indicated salary.

##### Refreshed

November 8th, 2024 17:56

#### General Requirements

##### Career Level

Mid Career

##### Minimum English Level

Fluent

##### Minimum Japanese Level

Native

##### Minimum Education Level

Bachelor's Degree

##### Visa Status

Permission to work in Japan required

#### Job Description

As the Digital Marketing Manager, you will oversee and optimize digital platforms (website, app) to enhance user experience, drive performance, and align with marketing and sales strategies. You will also manage digital content, analyze platform performance, and collaborate with internal and external teams to maximize results.

#### Client Details

Our client is a globally recognized leader in the consumer goods industry, committed to innovative digital marketing strategies and enhancing consumer engagement. They are looking for a talented Digital Marketing Manager to spearhead their digital initiatives and help shape the future of their digital platforms. With a strong focus on consumer-centricity and a collaborative team culture, this is an opportunity to make a lasting impact in a fast-paced, growth-oriented company.

#### Description

- Manage and optimize digital platforms (website, app) to enhance user experience, aligned with marketing and sales objectives.
- Develop and execute digital content and communication strategies based on a deep understanding of user journeys and insights.
- Lead performance analysis using KPIs and tools like Google Analytics to optimize usability and functionality of all digital activities.
- Manage digital platform budgets and allocate resources effectively to maximize ROI.
- Collaborate with external partners, including media, digital, and design agencies, to leverage their expertise.
- Drive continuous improvement of digital performance through data-driven decisions and iterative optimization.

#### Job Offer

- Opportunity to lead impactful digital marketing initiatives within a globally recognized brand.
- Competitive salary and benefits package.
- Collaborative and supportive team environment with ample opportunities for professional growth and development.
- Chance to work on cutting-edge digital projects and drive significant change in a fast-growing company.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

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#### Required Skills

- At least 5 years of experience in digital marketing, specifically with digital platforms, web content development, and CRM/E-commerce optimization.
  - Strong technical knowledge of digital platforms, tracking tools (Google Analytics, GTM, etc.), and digital ad strategies (SEO, SEM).
  - Proven track record in leading digital platform transitions, operations, and performance optimization (website, app).
  - Exceptional project management and leadership skills, with the ability to collaborate with multiple stakeholders and drive initiatives forward.
  - Consumer-focused mindset with strong communication and analytical skills.
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