



Communications Manager

Job Information

Recruiter

[iWill Capital G.K.](#)

Hiring Company

Our client is a well known international retail company

Job ID

1503372

Industry

Retail

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 12 million yen

Refreshed

December 11th, 2024 06:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

About the position

Lead EC/CRM/Communication team as a manager to achieve the brand's total target regarding sales, awareness, and other key KPIs by planning and executing strategically.

Job content

- Digital Sales Marketing Management (35%)

- .com (EC Business): top priority for brand growth & profit. Lead in defining the best Brand Communication, Customer Experience & Product Assortment to retain and recruit customers
- eWholesale: grow Amazon and other online marketplace channels to contribute to net sales profit and grow and retain brand relevance in the market
- Online Business Development: seek and develop new sales opportunities with new partners

2. CRM (30%)

- In depth data analysis to Build and execute the best CRM program, to retain and recruit new customers. Always-ON and creative approach to understand customer needs and trends (handle and execute with internal Mail Magazine, Newsletter, and LINE Channels)

3. Social / Online Media Management (25%)

- Collaborate effectively with an international team to deliver the brand's unified message to the Japanese customer
- Social Media: Work closely with the Brand Team to plan, build, and execute optimal Social Media Strategy on Instagram, X, and TikTok to recruit new customers while maintaining engagement with existing customers
- Online Media working with the Brand Team and President to define the best online Media planning and budget allocation optimal ROI and achievement of KPIs

*If not Social Media savvy → eye to build such a team or find the right external partners to build this key aspect of brand communication.

4. Project (10%)

Lead the charge in defining the best ONLINE Platform to optimize the EC Business. Currently, SFCC leads the migration to Shopify and must understand this aspect of the business and find the best partners/agencies to improve this side.

5. Team Management

- Manage team members (EC/EC-WS/CRM/Communication) to achieve individual targets while enhancing their own expertise, opportunities, and capabilities
- Efficient and solid P&L management to achieve the group management profit target

Required Skills

■English skill

level: Business Level

Email correspondence (Frequency: Everyday) Teleconference correspondence (Frequency: Everyday)

Fluent preferred for communication w/ President & Inter

Japanese native level

■必須要件

- Minimum 5+ years of ecommerce/digital marketing/communication experience
- Management experience, talent development experience
 - * Strongly develop good relationship with international/ regional team.
- High flexibility & proven influencing and collaboration skills
- Experience working w/ external Agencies in PR, Event and Media Buying execution
- P&L management
- Drive the team of consumer-obsessed, digital marketing experts responsible for building, powering, and evolving. This ecosystem includes website, RT stores, WS partners, social media, targeted communication and Ads.

■歓迎要件

- Cosmetic Consumer, FMCG Background with experience in 360 Digital Business Management
- IT project management experience. Describe site specification like framework, data flow and manage project roadmap.
- Experience at a foreign D2C company
- Solid understanding of the beauty market is a plus
- Willing to be hands on to support events, Pop-ups and Offline initiatives

■求める人物像

- Strong business focus
- To the point, practical, results-driven, and innovative.
- Self starter. Understand proactively tool usage and functional limitation.
- Relationship builder; Influencing Others; Change Advocate
- Start up mentality BUT also operationally savvy, understand the importance of working w/ multiple stakeholders especially in operations
- Leader by POSITIVE Example
- As part of Management Team: work with and support other Management to create a strong, cohesive & supportive team and spirit

Company Description