



【新着!!東京】 Digital Marketing Manager|Online Media&Data Manager

Please do not hesitate to contact us.

Job Information

Recruiter

ACS Japan

Job ID

1503695

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

Negotiable, based on experience ~ 12 million yen

Refreshed

January 27th, 2025 00:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Digital Marketing Manager (Online Media & Data Manager)

Report to: EC & Digital Manager, Digital Division

Responsibility: Online Media & Data Manager is a critical role in increasing active followers for Guerlain Japan by generating on and offline traffic.

◆ Expand brand presence by leading in planning, execution and implementation of online media channel strategy for Search Engines, Meta, LINE, Youtube, and DX&DATA activity.

- ◆ Create and develop content strategy to increase brand desirability through 360 online communication and deliver a best-in-class omni-customer journey.
 - ◆ Create and drive the online media strategy and annual calendar based on targeted objectives.
 - ◆ Collaborate and manage internal and external stakeholders to create a cohesive digital media presence.
 - Support PR partners to increase coverage across different social media platforms.
 - Collaborate, initiate and/ or manage data/DX projects
 - Establish relationships with Digital key players (Google, FB/IG, LINE, X and others) to collect insights and ensure communication is up to date with online media trends.
 - ◆ Measure and analyze the effectiveness and ROI of activities, to provide key insights to support business expansion.
 - ◆ Managing the organization's budget for digital media campaigns, and initiatives as well as creating weekly and monthly business reports.
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Required Skills

- ◆ More than 5-10 years' experience in digital marketing
 - In-depth knowledge of the various digital channels and technologies
 - Experienced in paid media strategy, planning and execution
 - A proven track record of successful digital marketing campaigns
 - Experience in managing budgets and forecasting/reporting
- ◆ Outstanding communication, presentation, and leadership skills
- ◆ Excellent organizational and time management skills
- ◆ Strategic and creative thinking. Focus on innovative, but measurable client solutions.
- ◆ Strong negotiation and problem-solving skills
- ◆ Business level English (speaking and writing) and Native level Japanese

★ If you have any questions or need more information, please do not hesitate to contact us.
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Company Description