



【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

November 18th, 2024 12:39

## 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