



MichaelPage

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Senior Digital Marketing Manager

(Senior) Digital Marketing Manager

Job Information

Recruiter

[Michael Page](#)

Job ID

1505758

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 15 million yen

Refreshed

November 21st, 2024 16:12

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

This people manager role will be responsible for driving business growth through innovative and data-driven strategies across various digital channels

Client Details

With a large and diverse user base and innovative approach, the platform leverages advanced technology to help people form meaningful connections.

Description

- **Managing Digital Marketing Channels:** Overseeing and optimizing performance across paid search, social media, display advertising, and SEO.
- **Campaign Development and Execution:** Creating and implementing marketing campaigns to increase user acquisition, engagement, and retention.
- **Data Analysis and Reporting:** Analyzing campaign data to identify trends, measure performance, and make data-driven decisions.
- **Cross-functional Collaboration:** Working with product management, design, and other teams to align marketing efforts with business objectives.

- **Continuous Optimization:** Testing and refining marketing tactics to improve ROI and exploring new channels for growth

Job Offer

Highly flexible working hours and working mode

Decent salary package including base salary and bonus

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ryan Li on +813 6832 8902.

Required Skills

Must have -

- Fluent in both English and Japanese
- 5+ years working experience as a marketer ideally as a digital marketer
- Excellent cross-function and cross-team collaboration skills and abilities

Better to have -

- Digital platform background is a plus
- Korean market working experience and insights are highly welcomed

Company Description

With a large and diverse user base and innovative approach, the platform leverages advanced technology to help people form meaningful connections.