

Profoto

Digital Marketing Specialist Japan | 商品ローンチ・SNS/コンテンツマーケティング戦略

業界未経験歓迎！マーケティングアナリティクス・SEO知識や経験を活かせる

Job Information

Hiring Company

Profoto KK

Job ID

1508235

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Salary

4.5 million yen ~ 6 million yen

Refreshed

January 31st, 2025 13:00

General Requirements

Minimum Experience Level

Over 3 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

We are seeking an English and Japanese-speaking Digital Marketing Specialist to drive Profoto's brand growth and online presence in Japan through strategic digital marketing efforts, resource coordination, and innovative campaign execution. This role will oversee digital marketing initiatives, including product launches, social media, content marketing, and collaboration with key industry partners.

Key Responsibilities

- Develop and execute local digital marketing and communication strategies tailored to the Japanese market.
- Plan and manage product launches, encompassing market research, go-to-market strategies, and media relations.
- Oversee social media marketing, online advertising, email marketing, and content creation in collaboration with HQ.
- Collaborate with external partners (marketing/PR agencies, camera manufacturers, dealers, and influencers) to amplify brand reach.
- Manage external agencies, including those for translation and marketing communications.
- Coordinate digital communications for channel marketing activities, such as event invitations and ticketing.
- Support Profoto Brand Store campaigns to enhance engagement and brand visibility.

- Align with Key Account Managers (KAMs) to meet digital marketing needs for dealer networks.
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Required Skills

Required Skills & Qualifications

- Bachelor's degree preferred.
- 3+ years of digital marketing experience, ideally within the Japanese market.
- Strong background in content creation, social media strategy, and campaign execution.
- Experience managing digital communications for product launches.
- Proven skills in managing partnerships with agencies and media.
- Proficiency in digital analytics and SEO best practices.
- Excellent communication skills in both Japanese and English.
- Familiarity with digital marketing tools (e.g., Google Analytics, social media platforms, email marketing software).

Your profile

- Self-motivated and organized, with a proactive approach to managing tasks and responsibilities.
- Adaptable and able to thrive in a fast-paced, dynamic environment.
- Creative thinker who can bring fresh ideas and innovative approaches to digital marketing.
- Team player with a collaborative spirit, able to work well across departments and with external partners.
- Customer-oriented mindset, with a focus on understanding and responding to the needs of our audience.
- Passionate about technology and the photography industry, with a curiosity to stay updated on market trends.

Why Join Profoto – The Light Shaping Company?

If you're passionate about digital marketing and excited to make a meaningful impact in the photography industry, we invite you to apply! Please submit your application, including your CV. Interviews are conducted on a rolling basis, so apply today!

About Us

At Profoto, innovation fuels our position as the top choice for photographers worldwide. Our culture is dynamic and entrepreneurial, with a focus on creativity and forward-thinking. We believe in empowering our team with growth opportunities, responsibility, and a supportive environment that fosters individual development. Join us in our journey to shape the future of photography.

Company Description