

# Michael Page

[www.michaelpage.co.jp](http://www.michaelpage.co.jp)

## D2C ECommerce Manager

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1514848

**Industry**

Other

**Company Type**

Small/Medium Company (300 employees or less) - International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen

**Salary Bonuses**

Bonuses paid on top of indicated salary.

**Refreshed**

January 9th, 2025 13:49

#### 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

The D2C Manager will spearhead the growth and performance of two brands' eCommerce sites, focusing on sales growth, site optimization, and digital strategies. The role involves P&L ownership, traffic acquisition, and enhancing the user experience through UI/UX improvements.

#### Client Details

The company is an established leader in skincare, driven by a strong philosophy centered on biological innovation. They are recognized for their forward-thinking approach to skincare, with a track record of sustained growth and international presence. Their commitment to pioneering bio-ecology sets them apart from mainstream cosmetics, offering candidates the chance to join a company that balances cutting-edge science with environmental respect.

#### Description

- Develop and align the overall D2C strategy for both brands.
- Manage the D2C P&L, driving optimization and growth.
- Lead promotional campaigns, including execution and performance analysis.
- Oversee traffic acquisition plans and collaborate with media agencies to maximize ROI.
- Implement UI/UX enhancements to improve conversion rates and average order value.
- Ensure digital shelf excellence and work with content managers on product representation.
- Update product information and manage D2C product portfolio.
- Handle sales reporting, site analytics, and identify new opportunities for growth.
- Collaborate with tech agencies to maintain a smooth online shopping experience

#### **Job Offer**

- A chance to impact the growth trajectory of the business through direct ownership and strategic input.
- Collaborative and dynamic work environment focused on both professional and personal growth.
- Competitive salary package with performance-based incentives.
- Opportunities for continuous learning and development within a purpose-driven organization.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

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#### **Required Skills**

- At least 4 years in a D2C manager role, including P&L accountability.
  - Expertise in UI/UX management, A/B testing, and performance advertising.
  - Strong data-driven approach with an understanding of customer behavior.
  - Commercial experience across e-platforms and CRM is a plus.
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#### **Company Description**

The company is an established leader in skincare, driven by a strong philosophy centered on biological innovation and ecological responsibility. They are recognized for their forward-thinking approach to skincare, with a track record of sustained growth and international presence.