



## マーケティングチーム MGR

旅行予約プラットフォーム「skyticket」運営企業

## Job Information

**Hiring Company**

Adventure Inc.

**Job ID**

1515903

**Industry**

Digital Marketing

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Shibuya-ku

**Train Description**

Yamanote Line, Ebisu Station

**Salary**

8 million yen ~ 12 million yen

**Holidays**

完全週休2日制（土日祝）

**Refreshed**

January 21st, 2025 10:09

## General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

## Job Description

As a marketing team manager for the travel booking site "skyticket," you will be responsible for the strategic design and PDCA of a wide variety of marketing initiatives, mainly online advertising operations with an annual budget of several billion yen, and CRM initiatives for millions of members, supporting the further growth of the marketing team and services.

**Within the business**

- Planning marketing measures based on business issues and breaking down tasks

- Directing the operation of operational web and app advertising
- Supporting the marketing team in setting and achieving goals
- Communicating and contracting with advertising media and agency personnel
- Managing team members (recruitment, training, evaluation)

### The appeal of the job

- By working directly with the CEO and being involved in a variety of marketing tasks across the board, including directing advertising operations with an annual budget of several billion yen, you will gain deep insight into marketing from both a management and user perspective and gain experience in driving business growth.
- You will gain experience in driving business growth while leading members with diverse backgrounds within a global organization.
- You will gain experience in online and offline marketing for a wide range of travel products, including airline tickets, hotels, and rental cars.
- You will be involved in a variety of projects to further grow a service with over 7 million MAUs.
- As a member of a growing global company, you will be able to take part in the phase where we take off into the world with discretionary authority.

Scope of business change: All business operations within our company

### About us

With the mission of contributing to society by creating jobs in the local community, we have developed and operated our own travel booking site "skyticket" where you can search and book cheap flights, hotels, etc.

The app released in 2015 has exceeded 20 million downloads, and despite the travel industry, we have continued to remain profitable even during the COVID-19 pandemic, achieving our highest ever profit in June 2023, and expanding our overseas subsidiaries to six countries.

The ratio of employees with foreign nationalities exceeds 50%, and a global development system is being established.

### Employment status

: Full-time employee

Trial period: Yes (There is a trial period of 3 months after joining the company. Salary and benefits during that period will not change.)

### Annual salary: Expected to be around 8 to 12 million yen

\* Will be determined based on experience and ability according to our company regulations.

\* The above amount includes 40 hours of expected overtime pay. Overtime will be paid additionally.

Monthly salary: 660,000 yen to 1,000,000 yen

(basic salary: 475,000 yen to 736,000 yen, including fixed overtime pay: 155,000 yen to 234,000 yen/month)

Salary revision: Once a year \*However, if achievements and achievements are recognized, it may be revised up to twice a year.

### Work location

Tokyo Head Office: 24F Ebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo

Access: Ebisu Head Office 7 minutes walk from the East Exit of Ebisu Station on the JR and Hibiya Lines

### Working hours:

10:00-19:00 (8 hours work per day, 1 hour break)

\*Company-wide average overtime hours: 20h/month

Remote work: Yes

Flexible working hours:

Working hours can be adjusted to suit your lifestyle.

\*Those eligible\*

- Employees who are raising children of elementary school age or younger and need to pick them up and drop them off
- Employees attending school to obtain advanced qualifications related to their work or to study at a graduate school
- Employees who need ongoing outpatient treatment

\*Time periods when changes can be made\*

8:00-17:00, 9:00-18:00, 11:00-20:00

### Holidays and vacations

- Two days off per week (Saturdays, Sundays, and holidays)
- Paid vacation: 10 days or more after 6 months of employment (70% acquisition rate)
- Summer vacation
- New Year's holiday
- Special leave for special occasions
- Parental leave
- Nursing care leave

### Allowances/Benefits

- Employee benefits for domestic air tickets
- Free to borrow technical books available in the company (purchase requests are also accepted)
- Company trips (based on performance)  
\*In the past, we have traveled to New York, Bangkok, Hawaii, New Caledonia, Cebu Island in the Philippines, etc.
- No smoking in the office (smoking area available)
- Free drink system
- Free snack system
- Side jobs allowed
- Hair style and hair color are free
- Casual dress code
- AMEX Gold Card Benefits (Free if used once a year)
- There is an in-house award system
- Internal recruitment system
- Referral Recruitment System

[Various allowances]

- Transportation expenses provided (up to 20,000 yen per month)
- Complete social insurance coverage (employment, industrial accident, health, welfare pension)
- Overtime allowance (over 40 hours)
- Travel allowance
- Qualification allowance

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## Required Skills

### Required skills and experience

- Experience in demonstrating leadership in a marketing department of a certain size, and achieving significant results by designing and executing marketing strategies across multiple marketing fields such as brand awareness, CRM, and SEO.
- Flexible communication skills to be able to hold appropriate discussions with various stakeholders and related parties such as the CEO, sales, and engineers.
- Having no trouble holding meetings in English (Recommended score: TOEIC(R) test score of 800 or above)

### Welcome Skills

- Experience with data extraction and analysis using SQL
- Experience with optimizing performance-based advertising based on ROI, LTV, etc.
- Experience with some programming language such as PHP or Python
- Marketing experience on an e-commerce site with many products such as temporary staffing, travel, and food and beverage
- Experience with numerical analysis based on access analysis (GA4, etc.)

### Desired profile

- People who have the personality to flexibly respond to sudden changes in circumstances
- People who can support the growth of the team and maintain a high level of motivation to achieve results as a team
- People who have flexible communication skills and can build smooth relationships with those around them in a multinational work environment

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## Company Description