



Marketing Team MGR

Travel booking platform "skyticket"

Job Information

Hiring Company

[Adventure Inc.](#)

Job ID

1515928

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

Two days off per week (Saturdays, Sundays, and public holidays)

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

Summary:

As the Marketing Team Manager for the travel booking site 'skyticket,' you will lead the strategic planning and PDCA cycle for a wide range of marketing initiatives, centered around the operation of online advertising with an annual budget of several billion yen and CRM measures for millions of members. You will support the further growth of both the marketing team and the service.

Responsibilities

Planning and task breakdown of marketing initiatives based on business issues
 Directing the operation of web and application advertisements
 Assistance in setting and achieving marketing team goals
 Communication and contracting with advertising media and agencies
 Member management (hiring, training, evaluation) within the team

Additional Opportunities

By working directly with the CEO and being involved in various marketing tasks, including the direction of advertising operations with an annual budget of several billion yen, you can gain deep insights into marketing from both a management and user perspective, and learn to drive business growth. You can gain experience leading a diverse team of members within a global organization to drive business growth. You can gain experience in online and offline marketing for a wide range of travel products, including airline tickets, hotels, and rental cars. You can participate in various projects to further grow a service with over 7 million MAU. As a member of a growing global company, you can participate in a phase where you have the authority to take on the world together.

Our Mission:

Driven by Based on our mission of balancing business and social contribution, we have developed and operated "skyticket", a travel booking site that allows users to search and reserve affordable airfare and hotels.

Our Achievements:

- Over 20 million downloads of our app since its release in 2015
- Profitable even during the COVID-19 pandemic, demonstrating resilience across the travel industry
- Record-breaking profits achieved in June 2023
- Expansion to 6 subsidiaries overseas
- Our Global Workforce :The percentage of international employees hired exceeds 50%, we are fostering a truly global development environment.

Why Join Us?:

- Embrace a Global Environment

Join a team of talented individuals from Amazon headquarters, Accenture, Salesforce, and our Future Creator talent acquisition program.

Thrive in a multicultural environment, working in both Japanese and English, enhancing your soft skills and increasing your market value.

- Drive Innovation and Growth

Be part of a company that actively creates new businesses, having launched three new services since 2023. Contribute to cutting-edge AI solutions that are shaping the future of travel.

- Seize Opportunities for Career Advancement

Develop your global expertise and gain valuable experience that will set you apart in the job market.

Take on challenging projects and make a real impact on our company's success.

In today's rapidly evolving landscape where AI is playing an increasingly prominent role, simply coding skills are no longer enough to guarantee market value.

For those seeking a global challenge and the opportunity to make a difference, "skyticket" offers a wealth of opportuni

Job Type

full-time employee

probationary period: 3 months

*There will be no change in salary and treatment during this period.

Salary: 8 to 12 million yen

Salary will be determined in consideration of experience and ability in accordance with our company's regulations.

The above amount includes 40 hours of estimated overtime. Additional payment will be made for overtime hours.

Monthly salary 660,000 yen - 1,000,000 yen

(Base salary: 475,000 yen to 736,000 yen, including fixed overtime of 155,000 yen to 234,000 yen per month)

Salary revision: Once a year

*There is a possibility of up to twice a year if achievements and performance are highly evaluated.

Location

Tokyo Head Office

24F Yebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya Ward, Tokyo, Japan 150-6024

Access:

Ebisu Head Office 7 min.

Walk from the East Exit of Ebisu Station on JR and Hibiya Lines.

Work hours

10:00-19:00 (8 hours a day for labor and 1 hour for rest)

Average over time at work: 20 hours/month

Remote work: Available

Vacations and vacation time:

- 2 days off per week (Saturdays, Sundays and national holidays)
- Paid vacations: 10 days after 6 months of employment (70% acquisition rate)
- Summer vacation
- Year-end and New Year vacations
- Celebration or condolence leave
- Childcare leave
- Nursing care leave

Benefits

- substantial benefits:
- Preferential use of domestic airline tickets in Japan for employees
- Free use of in-house technical books (purchase of books is also possible)
- Company trips (depending on performance)
- *In the past, we have traveled to New York, Bangkok, Hawaii, New Caledonia, and Cebu Island.
- No smoking in the office (smoking area available)
- Free drink system
- Free snack system
- Anything you like: hairstyle, hair color, dress code
- AMEX Gold Card (no annual fee if used once a year)
- In-house commendation system
- Discounts for Japanese Language School

Other benefits:

- Transportation expenses (up to 20,000 yen per month)
- Various social insurances (employment, workers' accident compensation, health, and welfare pension)
- Overtime allowance (in excess of 40 hours)
- Business trip allowance
- Qualification allowance

Required Skills**Required Skills and Experience**

- Proven experience in demonstrating leadership within a medium-sized marketing department and achieving significant results through the design and execution of marketing strategies across multiple marketing areas such as brand awareness, CRM, and SEO.
- Flexible communication skills that allow for effective discussions with various stakeholders and related parties, including CEOs, sales, and engineering.
- Ability to participate in meetings in English without difficulty (estimate: TOEIC(R) test score of 800 or above).

Additional Skills:

- Experience in data extraction and analysis using SQL
- Experience in optimizing performance-based advertising based on ROI, LTV, etc.
- Experience with at least one programming language such as PHP or Python
- Marketing experience in EC sites with a high volume of products in categories such as staffing, travel, and food and beverage
- Experience in numerical analysis based on web analytics (such as GA4)

The kind of person we are looking for

- A person who has a personality that can flexibly adapt to rapidly changing situations.
- A person who has a high motivation to support the growth of the team and achieve results together as a team.
- A person who has flexible communication skills and can build smooth relationships with others in a multinational work environment.

Company Description