



[E-commerce] Marketing *No Japanese Required

Job Information

Recruiter

United World Inc

Job ID

1518823

Industry

Other (Distribution, Retail, Logistics)

Company Type

International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Hyogo Prefecture, Amagasaki-shi

Salary

3 million yen ~ 4.5 million yen

Refreshed

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General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

[Company Overview]

This company operates a "cross-border EC" that sells high-quality Japanese products overseas. They handle everything from attracting customers and payments on the cross-border EC site to packaging, shipping, and responding to inquiries from overseas customers in-house, so all customers have to do is deliver the products. EC buyers are mainly from Europe and North America.

[Attractiveness of the company/job]

- Products that are no longer suitable for sale due to expiration dates are used by employees or shared with related parties, and are handled with care without being discarded.
- In order to become a company that promotes "diversity," "equity," and "inclusion," they are working to improve the work environment, create a system for fair evaluation, and build an unbiased hiring process.
- This is a global company with people from various countries such as Australia, Canada, Spain, Taiwan, China, Japan, and

Brazil.

- Internal meetings are held in English.
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Required Skills

You will be in charge of the digital with a marketing director. Responsible for scaling the portfolio of brands, growing a loyal and engaged customer base and delivering commercial growth. You will use a variety of tactics and tools including paid media, analytics, SEO and marketing automation to develop effective social media and online marketing campaigns.

[Key Responsibilities]

- Implement integrated digital marketing campaigns including social media, digital ads, email marketing, and onsite marketing.
- Manage and grow the company's social media presence.
- Manage and improve online content, considering SEO best practices and competitive analysis.
- Measure and analyze the success of campaigns for insights and better decision-making.
- Manage budgets and ROI maximizing profits.
- Keep brands' presence strong and boost brand visibility.
- Evaluate and implement the latest digital trends for staying ahead in the competitive digital landscape.

[Requirements]

- Experience in Digital Marketing.
- Track record of running successful digital marketing campaigns.
- Experience with marketing automation tools like email platforms and social media management software.
- Strong communication (written and verbal) skills.
- Accuracy and careful attention to detail.
- In-depth knowledge and experience using various digital marketing platforms and tools
- Proven track record of effective budget planning and management
- Experience interpreting analytics reports and producing actionable insights

[Benefits and Conditions]

Trial period: 3 to 6 months

Holidays: 2 days off per week (Saturday and Sunday), national holidays, 120 days of employment per year

Vacation: Summer vacation, New Year's holiday, other holidays

Overtime: Yes

Passive smoking prevention measures: No smoking indoors

Employee benefits: Full social insurance, commuting allowance (in accordance with company regulations), other employee benefits

Company Description