

Michael Page

www.michaelpage.co.jp

Social Media Specialist

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Job Information

Recruiter
[Michael Page](#)
Job ID

1521830

Industry

Other

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

February 13th, 2025 10:26

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

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 Social Media Specialist will manage and enhance the social media presence for two leading skincare brands, delivering engaging content across various platforms.

This role involves strategic planning, content creation, and performance tracking to support brand awareness and growth.

Client Details

Our client is a pioneering global skincare company renowned for its science-driven, bio-ecology approach. With a commitment to both sustainability and innovation, they have revolutionized the skincare industry through a combination of

cutting-edge research, biology, and dermatology.

Description

- Develop and execute social media strategies for two key brands, aligned with the company's digital objectives.
- Customize the approach for each social media platform (Instagram, X, TikTok, Facebook, YouTube) and create platform-specific content.
- Maintain and manage content calendars, collaborating with other departments for cross-functional campaign integration.
- Oversee content creation in partnership with the Content Production Unit to ensure quality and consistency.
- Monitor social media trends and adjust strategies accordingly to remain competitive.
- Track key metrics and report on the effectiveness of social media campaigns.
- Increase followers and engagement across platforms in collaboration with the Paid Media team.
- Identify and engage influencers who align with the brand and could act as advocates.

Job Offer

- Work for a leading skincare company that values innovation, sustainability, and creativity.
- Opportunity to contribute to the growth and development of two prominent global brands.
- Competitive salary and benefits package.
- A collaborative and supportive team environment that encourages continuous learning and development.
- A role that allows creative freedom in developing and executing social media strategies.

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.

Required Skills

- Experience managing social media accounts for a brand or manufacturer, with hands-on experience on platforms like Instagram, X, Facebook, TikTok, and YouTube.
- Strong analytical skills and experience in data visualization and performance tracking.
- Experience in fast-paced environments, adept at managing multiple tasks and deadlines.
- Proficient in both Japanese (native level) and English (business level).
- Knowledge of content creation and editing (photo/video) is a plus.

Company Description

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