

# MichaelPage

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## Senior Marketing Specialist

**(Senior)Marketing Specialist - SEO**

### Job Information

**Recruiter**

Michael Page

**Job ID**

1530409

**Industry**

Digital Marketing

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 9 million yen

**Refreshed**

April 2nd, 2025 17:24

### 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

We are seeking a (Senior)Marketing Specialist with a keen focus on SEO to join our client's Marketing team. The ideal candidate will be responsible for planning, implementing, and managing our SEO strategy to increase the online presence and improve the marketing efforts.

### Client Details

With a diverse team spread across multiple locations, this organization values innovation and strategic thinking in their pursuit of creating memorable life experience for their customers.

### Description

- Plan, implement and manage the company's SEO strategy
- Work towards organic search optimization and ROI maximization
- Regularly perform thorough keywords research
- Identify key SEO KPIs
- Monitor redirects, click rate, bounce rate, and other KPIs
- Prepare and present reports regularly
- Stay up to date with the latest SEO and digital marketing latest trends and best practices

- Collaborate with web developers and marketing team to ensure SEO best practices are properly implemented

#### **Job Offer**

- 2 Days working from home and flexible working hours
- Opportunity to work in a diverse and international team
- Highly competitive salary package

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ryan Li on +813 6832 8902.

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#### **Required Skills**

A successful Senior Marketing Specialist should have:

- Proven experience in successfully executing SEO campaigns
  - Knowledge of standard and current SEO practices
  - Understanding of digital marketing concepts and best practices
  - Experience with SEO reporting and SEO analysis
  - Familiarity with relevant tools (e.g. Conductor, Screaming Frog, MOZ) and web analytics tools (e.g. Google Analytics, WebTrends)
  - Excellent communication skill in both Japanese and English
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#### **Company Description**

With a diverse team spread across multiple locations, this organization values innovation and strategic thinking in their pursuit of creating memorable life experience for their customers.