



## Paid Social Marketing Manager / 幅広い裁量権 & 英語力が活かせる

海外でのキャリアも！50年続く歴史がありながら、ベンチャーのようなスピード感！

### Job Information

**Hiring Company**

[EF Education First Japan Ltd.](#)

**Job ID**

1533801

**Industry**

Other (Education)

**Company Type**

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

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Shibuya-ku

**Salary**

Negotiable, based on experience

**Work Hours**

9:30-18:00 (休憩1時間/実働7.5時間/シフト制)

**Holidays**

完全週休二日制（シフト制）、年次有給休暇、祝日、夏季休暇、年末年始休暇、慶弔休暇、病気休暇、特別休暇\_年間休日120日以上

**Refreshed**

April 21st, 2025 12:59

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level (Amount Used: English usage about 25%)

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

Are you a data-driven and creative paid social media specialist with a passion for culture, language, travel and transformational international experiences? Have you got experience spearheading successful paid social campaigns across major brands in Japan?

We are seeking a results-oriented, analytical Paid Social Media Marketing Specialist to drive our digital advertising efforts,

optimize our paid social campaigns, and deliver measurable business outcomes through strategic paid media initiatives.

Here are some examples of the beautiful content you'd be promoting:  
<https://www.tiktok.com/@efjapan/video/7486059069598371079>

<https://www.youtube.com/watch?v=EdkTMOw-IHE&t=35s>

[https://www.instagram.com/p/DHk\\_zHjh1b4/?img\\_index=3](https://www.instagram.com/p/DHk_zHjh1b4/?img_index=3)

## Key Responsibilities

### Paid Social Media Strategy & Execution

- Develop and implement comprehensive paid social media strategies that align with overall marketing objectives
- Design, execute, and optimize paid social media campaigns across multiple platforms, including: LINE, Meta Ads, YouTube Ads, and TikTok Ads
- Manage budget allocation across campaigns to maximize return on ad spend (ROAS)
- Continuously monitor competitor paid social approaches to identify opportunities for differentiation and improvement

### Campaign Optimization & Analysis

- Implement sophisticated bidding strategies and audience targeting to maximize campaign performance
- Conduct rigorous A/B testing on ad creatives, ad copy, audience segments, and landing page designs
- Track, report, and optimize key performance indicators (KPIs) including: CTR, CPA, ROAS, conversion rates, and audience reach
- Analyze campaign performance data to generate actionable insights for ongoing optimization

### Media Planning & Budget Management

- Develop media plans that align with campaign objectives and target audience behaviors
- Manage paid social media budgets effectively to achieve maximum impact
- Recommend budget adjustments based on performance metrics and seasonal opportunities

### Reporting & Stakeholder Communication

- Generate comprehensive performance reports with key achievements, challenges, and future opportunities
- Present data-driven insights and recommendations to internal stakeholders
- Collaborate with creative teams to develop high-performing ad assets

【勤務時間】 9 : 30-18 : 00（休憩時間 1 時間）

【休日/休暇】

- 完全週休2日制（シフト制/フルオフィス勤務）
- 祝日
- 年末年始休暇
- 夏季休暇
- GW休暇
- 有給休暇
- サバティカル（休職休暇/10年勤続で3週間、その後5年毎に4週間、有給で休職休暇が取得でき、仕事を忘れてリフレッシュできます！）
- 慶弔休暇
- 特別休暇
- 病気休暇
- 結婚休暇
- 産休・育休取得実績あり

【待遇/福利厚生】 給与は経験・スキルなどを考慮のうえ、応相談

- 試用期間：3ヶ月間
- 昇給年1回
- 交通費支給
- 社会保険完備（雇用・労災・健康・厚生年金）
- EAP（従業員支援プログラム）
- 海外研修制度（スイス本部、ロンドン、ボストン等）
- 職場復帰手当（産休中の4週間分の給与相当額）
- English Live（オンライン英会話）利用
- EF Helloアプリ（英語、フランス語、ドイツ語、スペイン語、イタリア語のスタディアプリ）利用
- Leadership Live（オンラインリーダーシップスキル学習ツール）利用
- EFプログラムのディスカウント
- 勤続10年記念スーツケース
- 私服勤務
- 社内完全禁煙
- ウォーターサーバー、コーヒーメーカー等

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## Required Skills

### Qualifications

- 3-5 years of experience specifically in paid social media marketing
- Proven track record of managing successful paid social media campaigns with measurable ROI
- Advanced proficiency with social media advertising platforms (Meta Ads Manager, TikTok Ads, LINE Ads, YouTube Ads)
- Strong analytical skills with ability to derive strategic insights from campaign data
- Experience with social media advertising tools and analytics platforms
- Bachelor's degree in any field
- Business Level English and Fluent Japanese (minimum N1 level)

If you're passionate about optimizing paid social campaigns, experimenting with new targeting approaches, and leveraging data to drive measurable results, we'd love to hear from you.

Note that this is an in-office opportunity, and that some regional travel might be required.

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## Company Description