

**MichaelPage**

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## EC / CRM Project Manager - Lifestyle & Sports Brands

### EC/CRM Specialist - Lifestyle Brands

#### Job Information

**Recruiter**

Michael Page

**Job ID**

1535004

**Industry**

Apparel, Fashion

**Company Type**

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

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

April 24th, 2025 18:14

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Basic

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

We are looking for an **Application Specialist/Project Manager** to lead DX projects. You will work closely with internal teams and external partners to drive the implementation, development, and enhancement of EC and CRM platforms across various lifestyle and sports brands.

複数ライフスタイルブランドにおけるECサイトやCRMシステムの導入及びプロジェクト管理を担当いただきます。

#### Client Details

Our client is a global leader in the sporting goods industry, HQ in Finland, known for its strong brand portfolio and innovation in product development. Their Japan operations continue to expand, offering high-quality service and advanced digital initiatives to local consumers.

#### Description

- Plan and execute EC, CRM, and DX-related projects aligned with business strategy
  - Manage project schedules, resources, and budgets
  - Coordinate with internal departments (Marketing, EC, Customer Support) and external vendors
  - Propose and implement digital improvements to enhance customer experience and operations
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- EC・CRM・DXプロジェクトの企画・推進
  - プロジェクトの進行管理（スケジュール、リソース、予算）
  - 社内各部署・外部パートナーとの調整・交渉
  - 顧客体験と業務効率を高めるプロセス改善の提案・実施

### Job Offer

- Annual salary review and performance-based bonus
  - 129+ holidays per year including special and wellness leave
  - Generous benefit programs (e.g. sports club, wellness support, family care subsidies)
  - Employee discounts across global brand portfolio
  - Flexible and supportive work environment in Tokyo HQ
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- 年1回の昇給・賞与制度あり
  - 年間休日129日以上（特別・リフレッシュ休暇含む）
  - スポーツクラブ・宿泊・飲食・保育補助など福利厚生充実
  - 全ブランド対象の社員割引制度
  - 東京本社勤務、柔軟でチーム志向の職場環境

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Mana Chuabangon +81 3 6627 6080.

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### Required Skills

- 3+ years of experience in digital transformation projects
  - Project management experience
  - Knowledge of system implementation and business process optimization
  - Business-level Japanese
  - Conversational English
  - Familiarity with tools like Shopify, Salesforce, or other CRM/EC systems is a plus
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- EC、CRM、DX領域いずれかでの3年以上の経験
  - プロジェクトマネジメント経験
  - システム導入・業務改善に関する知見
  - ビジネスレベルの日本語、英語での基本的な読み書き
  - ShopifyやSalesforce等のツール経験があれば尚可

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### Company Description

This is a global leader in the sporting goods industry, known for its strong brand portfolio and innovation in product development. Their Japan operations continue to expand, offering high-quality service and advanced digital initiatives to local consumers.