



## Digital Marketing Manager

### 募集職種

### 人材紹介会社

Cornerstone Recruitment Japan 株式会社

### 採用企業名

Global automobile manufacturer

### 求人ID

1447935

### 業種

自動車・自動車部品

### 会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

### 雇用形態

正社員

### 勤務地

東京都 23区, 港区

### 給与

経験考慮の上、応相談

### 更新日

2024年07月01日 03:00

### 応募必要条件

#### 職務経験

6年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

流暢

#### 日本語レベル

流暢

#### 最終学歴

大学卒：学士号

#### 現在のビザ

日本での就労許可が必要です

### 募集要項

#### 【JOB RESPONSIBILITIES】

- Developing and establishing Digital Marketing Strategy.
- Managing projects by steering cross-functional and international teams, and agencies, by closely collaborating and aligning with HQ roll outs and ensuring market specific conditions are met.
- Implementing Marketing Technologies and Services rollouts and stabilize them across divisions and brand.
- Ensuring data and channel integration with adequate understanding of CRM / Global Customer Data Management (GCDM) data and structure.
- Enhancing media targeting, lead nurturing and conversion with Martech/Adtech (e.g. DMP, DSP, Ad Server, NSP).
- Establishing legal clarification for CRM data and 3rd party platform utilization for precise media targeting.
- Directing the team's website manager to enhance the online journey & experience.
- Managing Online Sales / Digital Touchpoints.

- Managing Owned Media platforms, execute automated 1:1 customer communication and implement new scenarios and features.
- Elevating Paid Media partnerships with the relevant media owners and platforms to ensure digital competitiveness in Japan by remaining up to date with newly available features and evaluating introduction of them.
- Owning digital performance tracking and optimization by establishing tracking rules that align with HQ standard and taking necessary actions to ensure achievement of targets.
- Leading Digital Addressability Management by ensuring local consent management structure aligns with the HQ standards and remains in compliance with Japanese law, allowing users to manage their consent on global platforms.
- Organizing workshop with central teams and agencies on Digital Marketing Technologies.

## **[REQUIREMENTS]**

- Bachelor or master's degree, preferably in a business, marketing and/or digital field
- 5 years of marketing experience including 3+ years of digital marketing experience (technical platform development management experience is a plus.)
- Excellent communication skills with ability to manage multiple stakeholders in Japan, German HQ, and agencies
- Solid project management skills
- Fluency in English and Japanese
- Innovative mindset, open to new challenges, eager to learn, flexible
- Analytical skills, problem resolution skills (troubleshooting and SOP establishment)
- Experience in leading and managing teams and agencies

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## 会社説明

**Cornerstone Recruitment Japan is focused on placing bilingual professionals in a wide range of market leading companies.**

Focusing across all sectors, we leverage the network of our experienced consultants to provide both clients and candidates with high end service levels and most importantly results.

We are passionate about helping our clients in securing the best talent on the market, by introducing unique profiles who can give them the edge in an increasingly competitive recruitment market.

Established in 2019, in partnership with Cornerstone Global Partners and with investment from Morgan Stanley, Cornerstone Recruitment Japan strives to be the recruitment partner of choice for all Tokyo based clients and candidates.

### **Our Mission**

The Cornerstone. As every building requires a cornerstone, we believe people are the cornerstone of every great company. Our recruitment experts are passionate about bringing together great people with great companies.

### **Our Business Sectors**

- Accounting & Finance
- Financial Services
- Human Resources and Office Professionals
- Industrial
- Information Technology
- Legal & compliance
- Life Science
- Supply Chain & Procurement
- Marketing
- Sales

### **Our Services**

#### **• Contingency**

Many clients choose to utilize our success based contingent recruitment service. We take the time to fully understand the job brief before presenting a tailored shortlist of 5 to 6 candidates from our expansive existing network. This service comes with no obligation to hire and our clients only pay a fee when the successful candidate joins.

#### **• Retained**

Our retained service is particularly successful for clients with high profile/critical hiring needs, or niche searches that involve a significant amount of time unearthing candidates from outside our existing network. Clients who choose our retained service benefit from the introduction of exclusive headhunted candidates and top prioritization from the Cornerstone team.

#### **• Market Entry**

With a wealth of experience in the Japan market, our consultants have successfully helped many clients enter the Japan market. We can help you secure that critical first hire, as well as providing a consultation service, to make sure that your business is well prepared for all the initial hurdles it will face.