



Senior Digital Marketing

募集職種

人材紹介会社

Cornerstone Recruitment Japan 株式会社

採用企業名

Global Internet game platformer

求人ID

1457538

業種

ゲーム

会社の種類

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06月25日 03:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ネイティブ

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】

- Lead and build up the Global Web Marketing team and bridge the internal global teams with the local Japanese marketing team to achieve goals
- Operation of various web advertisement tools (SNS, affiliate, etc.)
- Manage of display and listing ads and analyze ads serving and distribution data
- Work directly on IP projects with Japanese anime and manga publishers

- Reference point for anglophone countries regarding marketing and advertising strategies, and give creative direction and verification
- Various other game marketing-related project tasks, depending on skill set and preferences

[REQUIREMENTS]

Mandatory:

- English : Native Proficiency
- Japanese : Professional Proficiency (JLPT N1, N2 or equivalent)
- Web marketing experience, especially in the video game industry (3 years or more)
- SEM advertising operation experience
- A strong understanding of ad serving and marketing in U.S. or Korea or Taiwan
- Ability to write compelling and creative content in English and Japanese
- Passionate gamer with knowledge of video game terminology and language (RPGs)
- Knowledge of Japanese otaku culture
- Ability to adapt to a fast-paced, multicultural environment where growth and change are constant
- Flexibility, ability to deal with uncertainty and prioritize tasks

Desirable:

- Fluency in other languages
- Marketing promotion experience
- Writing press releases / copywriting (in English) experience
- Japan-related experience

会社説明