



International Game Promotion Strategist 🖬 独占求人

Global Anime IP: Lead, Innovate, Thrive!

### 募集職種

**採用企業名** CTW株式会社

**求人ID** 1469739

#### 部署名

マーケティング事業部

業種

ゲーム

# 雇用形態

正社員

## 勤務地

東京都 23区, 港区

### 最寄駅

南北線、 六本木一丁目駅 **給与** 

500万円~800万円

## 勤務時間

10:00 - 19:00, Monday to Friday (in-office)

休日・休暇

土日休み

更新日

2025年04月24日 06:00

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** ビジネス会話レベル

日本語レベル

ビジネス会話レベル

Japanese : Professional Proficiency (JLPT N1, N2 or equivalent)

## 最終学歴

大学卒: 学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

Job Overview:

As a pivotal member of our team, you will spearhead the promotion of anime-based IP games to the global market.

#### The role

Collaborating with the Game Planning and Operations Department and Web Advertising Team, you will be responsible for the following:

- Procurement of Influential Media in Key Overseas Markets (North America, Korea, Taiwan): Identify and acquire media outlets with significant impact in target markets for effective promotion.
- Strategic Social Media Management Aligned with Game-Specific Targets: Devise and implement social media strategies tailored to the audience of each game.
   Engagement of Influencers and Talents (Including Video Production and Commercial Planning):
- Collaborate with influencers and talents for content creation, including videos and commercial campaigns.
   Direction of PR Materials (Trailers, Illustrations, Copy):
- Oversee the creative direction of promotional materials, including trailers, illustrations, and copywriting. • Creation and Distribution of Press Releases:
- Develop and disseminate compelling press releases to enhance our brand presence. • Planning Presentations to IP Holders:
- Develop and present strategic plans to IP holders, ensuring alignment with our global promotional initiatives.

#### About CTW.inc

Founded in 2013, CTW is Japan's No.1 browser game company. Our primary service is the G123 IP game platform — which publishes video games based on famous Japanese IP.

We've been experiencing steady growth in revenue in the past few years as our player base has exploded to over 50 million users worldwide.

We must grow quickly to keep up with market demand.

Our CEO founded and named this company with the aspiration to "Change the World." As a fast-growing startup, we hope our team will drive themselves to try new things and accelerate their careers to match the rapid expansion of the company.

Our core values are:

- ambition
- drive
- simplicity

With global hits like Queen's Blade, Strike The Blood Daybreak, BLACK LAGOON Heaven's Shot and many more, we're looking to go from a market leader in Japan to an industry leader globally!

#### Interview process: \*subject to change depending on situation

Document Screening  $\rightarrow$  First interview (English)  $\rightarrow$  Assignment in-office or remote  $\rightarrow$  Final interview with Team Manager (Japanese)  $\rightarrow$  Offer

## スキル・資格

#### We offer

- Autonomy and ownership: you can be solely responsible for the web marketing of our game distributed on "G123"!
- Purpose-driven work: The chance to contribute to our growth in the the global video game industry, using cutting-edge technologies such as our internal AI ads tool
- Career advancement: We offer rapid promotions for those contributing to the international expansion
- · Evolving responsibilities matching your personal skills to build your own path

#### Requirements

- Promotion experience in the entertainment industry
- Japanese: Business Proficiency (JLPT N1, N2 or equivalent)

#### Good to have

- Web marketing experience, especially in the video game industry (1 year or more)
- SEM advertising operation experience
- Seasoned in SNS management
- Proven track record in game promotion (SNS-based campaigns/TVCM/online and offline experience/community building, etc.)
- Proficient in operational advertising
- Experienced in promotion of IP titles
- Regular exposure to anime and video games

Salary: 5M  $\sim$  8M JPY/year base pay (depending on skills and experience), bonus once a year based on company and individual performance

## Benefits

· Visa sponsorship

- Free lunch catering and breakfast
- Free in-office Starbucks, tea, drinks, snacks, sweets & vitamins/supplements
- Modern office space in the heart of Tokyo, with views of Tokyo Tower and Mount Fuji
  Industry-leading work-life harmony: overtime is rare and discouraged
- Commute expenses covered
- 30,000 yen rent support if you live 2 stops from Roppongi 1-chome or Kamiyacho stations
  Bonus for continuous employment (50,000 yen/month added to base salary after 5 years of continued employment)
- Health insurance
- Diverse & international environment

会社説明