

Performance Marketing Analyst - Luxury Automotive - Up to 8M

Marketing Analyst - Automotive - 8M

募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1484551

業種

自動車・自動車部品

雇用形態

正社員

勤務地

東京都 23区

給与

500万円 ~ 800万円

更新日

2024年06月26日 16:55

応募必要条件

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

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

This position coordinates performance marketing activities across various departments and agencies, ensuring timely reporting and optimization of marketing strategies. The role supports CRM projects, focusing on customer journey improvements and system functionality enhancements.

Client Details

Our client is a prestigious global automotive company renowned for its luxury vehicles and innovative marketing strategies. They offer a dynamic work environment with opportunities for professional growth and international collaboration

Description

- Coordinate and optimize performance marketing reporting.
- Develop and maintain performance marketing processes and governance.
- Distribute insights from marketing campaigns to stakeholders for actionable improvements.
- Support CRM services and projects, focusing on data analysis and customer journey enhancements.
- Ensure best practices from other markets are implemented effectively.
- Report key marketing successes and projects to the global headquarters.
- Optimize digital client journeys, including websites and CRM systems.

- Collaborate with internal teams and external agency partners.

Job Offer

- Collaborative work environment with leading industry professionals.
- Opportunity to drive significant impact on marketing and sales strategies.
- Professional development and growth within a prestigious global company.
- Access to cutting-edge marketing tools and technologies.
- International business trip

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

スキル・資格

- At least one year of experience in digital marketing and CRM strategy.
 - Strong analytical skills and experience with key analytics systems like Google Analytics and Tableau.
 - Proficient in Microsoft Office, especially PowerPoint and Excel.
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会社説明

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