



Digital Marketing Manager

外資系リゾートホテル運営会社でのマーケティングマネージャーポジションです。

募集職種

人材紹介会社

株式会社PROGRE

採用企業名

外資系リゾートホテル運営会社

求人ID

1486441

業種

ホテル

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

(ほぼ) 全員外国人

雇用形態

正社員

勤務地

東京都 23区

給与

800万円 ~ 1200万円

更新日

2024年07月19日 10:04

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

ビジネス会話レベル (英語使用比率: 常時英語)

日本語レベル

ネイティブ

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

- Manage digital performance marketing across key search engines and platforms like Yahoo and Google, optimizing for competitive keywords and efficient advertising methods to enhance brand awareness and engagement.
- Lead social media marketing efforts on platforms like Line and Twitter, developing strategic plans and overseeing content creation, advertising, and other activities to build brand equity and contribute to profit.
- Establish digital partnerships to execute integrated marketing strategies, focusing on brand awareness, customer acquisition, and improving digital experiences.

- Coordinate with internal teams and external agencies to create and deploy optimized content across various digital platforms, ensuring accuracy and relevance.
 - Ensure integration with on-property technical applications such as booking engines, ticket sales, loyalty programs, and UX designs for enhanced customer experiences.
 - Maintain compliance with privacy and other regulations for all customer-facing materials.
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スキル・資格

- Bachelor's degree in (Digital) Marketing, Communications, Business, or related fields preferred.
 - 5 or more years of professional experience in Digital Marketing, with experience in markets such as Japan, Korea, or China.
 - Proven experience in Omni-channel executions and utilizing digital technologies for campaigns and customer engagement.
 - Familiarity with CMS platforms, usability, and online A/B testing tools. Proficiency in Microsoft Office Products and web-based hosting solutions (e.g., Adobe, Drupal).
 - Strong design and visual interpretation skills in digital and mobile spaces.
 - Excellent written and verbal communication skills in one or more languages: Korean, English, Japanese, Chinese.
 - Experience in the Hospitality industry is advantageous but not essential.
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会社説明