



## Digital Commerce Marketing Manager | 14M yen

### 募集職種

#### 人材紹介会社

アイウィルキャピタル合同会社

#### 採用企業名

Our client is a global company that develops and sells premium p

#### 求人ID

1497077

#### 業種

小売

#### 会社の種類

中小企業 (従業員300名以下) - 外資系企業

#### 外国人の割合

外国人 半数

#### 雇用形態

正社員

#### 勤務地

東京都 23区

#### 給与

900万円 ~ 1400万円

#### 更新日

2024年11月18日 00:00

### 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

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

日本での就労許可が必要です

### 募集要項

#### Job Summary:

The Digital Commerce Marketing Manager is responsible for developing comprehensive e-shopper engagement plans and strategies based on insights to accelerate demand generation and increase customer base (via new user acquisition and loyalty)

This role partners closely with the Marketing and Digital Commerce Sales teams to ensure alignment and flawless execution of Digital Commerce commercial plans. The incumbent will ensure brand voices are well represented within the Digital Commerce space and have strong linkage to the overall brand strategy.

**Principal Duties and Responsibilities:**

(35%)

- Lead the development and execution of Digital Commerce Marketing short and long term plans. Ensure plans align with customer(s) strategies and expectations.
- Develops a yearly (12 months) Marketing and promotional calendar for each strategic Digital Commerce customer in collaboration with local Marketing & Digital Commerce Sales teams.
- Update calendar as Marketing and promotions are optimized. Communicate to all relevant functions.
- Analyze results of key promotions to measure effectiveness, develop key learnings and best practices.

(30%)

- Adapt brand strategies into growth-driving Digital commerce marketing strategic plans by leveraging comprehensive e-retailer data and optimizing user journeys through data analytics.
- Collaborates with the local Marketing team to ensure the delivery and execution of the best content for our brands on Digital Commerce sites including brand pages, product detail pages (PDPs), CRM, etc.
- Lead Digital Commerce Search Optimization strategy and implementation (organic & paid) in collaboration with creative agency and Hill's digital team

(20%)

- Implement content with Digital Commerce customers to deliver superior shopper experience and drive conversion of Hill's products online.
  - Liaison with Digital Commerce customers, providing content in the format they require and ensuring timelines are met.

(15%)

- Monitor our brands on the Digital Commerce platform to ensure commercial plans are executed in line with agreements and to the desired Hill's standard.

\*This is not an exhaustive list of duties or functions.

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**スキル・資格**
**Education/ Experience Requirements:**

- BS/BA degree or equivalent required
- At least 7 years Commercial experience of which 3+ years in shopper marketing, digital marketing, Digital Commerce, brand marketing, or retail marketing
- Passionate about digital and Digital Commerce
- Implementation of at least one creative business building initiative with the marketing team, e.g. new product launch, relaunch, equity campaign, etc.
- Key involvement in business analysis, marketing plan development, and cross-functional project management
- Strong in project management and multi stakeholders communication
- Strong computer skills in Excel, Word, Power Point

**Expected Areas of Skills:**

- Digitally savvy and curious, understand the dynamics of Digital Commerce
- Pursues win-win solutions with persistence, compromise and respect
- Seeks to discover common ground, identify vital interests and understands the customer's underlying priorities
- Uses shopper and consumer insights to develop commercial recommendations that help achieve Digital Commerce team goals
- Works effectively across functions to align priorities, solve problems, optimize resources and drive effective execution

**Preferred Qualifications:**

- Analytics tool utilization experience ( Intage, Profitero)

**Leadership Competencies (Should match the Colgate Global Competencies – Up to 3):**

- Driving Innovation
- Teamwork & Collaboration
- Analysis/Decision Making

**Functional Competencies (Should match the Colgate Global Competencies – Up to 3)**

- Digitally Savvy
- Execution Focused
- Shopper & Category Centric

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**会社説明**