



## Communications Manager

### 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 well known international retail company

#### 求人ID

1503372

#### 業種

小売

#### 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

外国人 半数

#### 雇用形態

正社員

#### 勤務地

東京都 23区

#### 給与

1000万円 ~ 1200万円

#### 更新日

2024年11月13日 12:12

### 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

#### About the position

Lead EC/CRM/Communication team as a manager to achieve the brand's total target regarding sales, awareness, and other key KPIs by planning and executing strategically.

#### Job content

1. Digital Sales Marketing Management (35%)

- .com (EC Business): top priority for brand growth & profit. Lead in defining the best Brand Communication, Customer Experience & Product Assortment to retain and recruit customers
- eWholesale: grow Amazon and other online marketplace channels to contribute to net sales profit and grow and retain brand relevance in the market
- Online Business Development: seek and develop new sales opportunities with new partners

## 2. CRM (30%)

- In depth data analysis to Build and execute the best CRM program, to retain and recruit new customers. Always-ON and creative approach to understand customer needs and trends (handle and execute with internal Mail Magazine, Newsletter, and LINE Channels)

## 3. Social / Online Media Management (25%)

- Collaborate effectively with an international team to deliver the brand's unified message to the Japanese customer
- Social Media: Work closely with the Brand Team to plan, build, and execute optimal Social Media Strategy on Instagram, X, and TikTok to recruit new customers while maintaining engagement with existing customers
- Online Media working with the Brand Team and President to define the best online Media planning and budget allocation optimal ROI and achievement of KPIs

\*If not Social Media savvy → eye to build such a team or find the right external partners to build this key aspect of brand communication.

## 4. Project (10%)

Lead the charge in defining the best ONLINE Platform to optimize the EC Business. Currently, SFCC leads the migration to Shopify and must understand this aspect of the business and find the best partners/agencies to improve this side.

## 5. Team Management

- Manage team members ( EC/EC-WS/CRM/Communication ) to achieve individual targets while enhancing their own expertise, opportunities, and capabilities
- Efficient and solid P&L management to achieve the group management profit target

## スキル・資格

### ■English skill

level: Business Level

Email correspondence (Frequency: Everyday) Teleconference correspondence (Frequency: Everyday)

Fluent preferred for communication w/ President & Inter

Japanese native level

### ■必須要件

- Minimum 5+ years of ecommerce/digital marketing/communication experience
- Management experience, talent development experience
  - \* Strongly develop good relationship with international/ regional team.
- High flexibility & proven influencing and collaboration skills
- Experience working w/ external Agencies in PR, Event and Media Buying execution
- P&L management
- Drive the team of consumer-obsessed, digital marketing experts responsible for building, powering, and evolving. This ecosystem includes website, RT stores, WS partners, social media, targeted communication and Ads.

### ■歓迎要件

- Cosmetic Consumer, FMCG Background with experience in 360 Digital Business Management
- IT project management experience. Describe site specification like framework, data flow and manage project roadmap.
- Experience at a foreign D2C company
- Solid understanding of the beauty market is a plus
- Willing to be hands on to support events, Pop-ups and Offline initiatives

### ■求める人物像

- Strong business focus
- To the point, practical, results-driven, and innovative.
- Self starter. Understand proactively tool usage and functional limitation.
- Relationship builder; Influencing Others; Change Advocate
- Start up mentality BUT also operationally savvy, understand the importance of working w/ multiple stakeholders especially in operations
- Leader by POSITIVE Example
- As part of Management Team: work with and support other Management to create a strong, cohesive & supportive team and spirit

## 会社説明