



【新着!!東京】 Digital Marketing Manager|Online Media&Data Manager

Please do not hesitate to contact us.

募集職種

人材紹介会社

ACS Japan

求人ID

1503695

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

経験考慮の上、応相談 ~ 1200万円

更新日

2024年12月16日 03:00

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

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

Digital Marketing Manager (Online Media & Data Manager)

Report to: EC & Digital Manager, Digital Division

Responsibility: Online Media & Data Manager is a critical role in increasing active followers for Guerlain Japan by generating on and offline traffic.

◆ Expand brand presence by leading in planning, execution and implementation of online media channel strategy for Search Engines, Meta, LINE, Youtube, and DX&DATA activity.

- ◆ Create and develop content strategy to increase brand desirability through 360 online communication and deliver a best-in-class omni-customer journey.
 - ◆ Create and drive the online media strategy and annual calendar based on targeted objectives.
 - ◆ Collaborate and manage internal and external stakeholders to create a cohesive digital media presence.
 - Support PR partners to increase coverage across different social media platforms.
 - Collaborate, initiate and/ or manage data/DX projects
 - Establish relationships with Digital key players (Google, FB/IG, LINE, X and others) to collect insights and ensure communication is up to date with online media trends.
 - ◆ Measure and analyze the effectiveness and ROI of activities, to provide key insights to support business expansion.
 - ◆ Managing the organization's budget for digital media campaigns, and initiatives as well as creating weekly and monthly business reports.
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スキル・資格

- ◆ More than 5-10 years' experience in digital marketing
 - In-depth knowledge of the various digital channels and technologies
 - Experienced in paid media strategy, planning and execution
 - A proven track record of successful digital marketing campaigns
 - Experience in managing budgets and forecasting/reporting
- ◆ Outstanding communication, presentation, and leadership skills
- ◆ Excellent organizational and time management skills
- ◆ Strategic and creative thinking. Focus on innovative, but measurable client solutions.
- ◆ Strong negotiation and problem-solving skills
- ◆ Business level English (speaking and writing) and Native level Japanese

★If you have any questions or need more information, please do not hesitate to contact us.
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会社説明