

**【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11月18日 12:39

**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