

Job Detail

Manager Level

Position Title	【Humble Bunny】 Digital Marketing Lead ・ Hybrid Working Options ・ Internal Core Language: English
Company Name	Humble Bunny
Activated / Updated	2025-04-23 / 2025-05-12
Job Type	Planning/Marketing/PR - Digital/Web/SNS Marketing Planning/Marketing/PR - Planning/Marketing Consulting - Marketing and PR Consulting
Industry	Publishing/Advertising/Printing/Broadcasting
Location	Asia Japan Tokyo
Job Description	<p>We are searching for a highly organized and passionate Digital Marketing Lead to come into Humble Bunny, blast out ideas, and help sculpt and refine our offering for the future.</p> <p>Humble Bunny helps inbound global brands adapt to the market and market for better traffic, conversion, and retention. We have a myriad of services but focus primarily on web design, e-commerce, SEO, and Paid Advertising.</p> <p>Based in the heart of Tokyo, not only do we have a playful name, but also a playful spirit. Do not let the pastel pink colors deceive you, though. We are here to work hard, create some amazing things for our clients, and push the boundaries of the marketing industry in Japan.</p> <p>【Job Description】 In this role, you would be responsible for presenting, executing, and reporting on various marketing plans and strategies to our Clients, using mainly e-commerce, PPC, SEO, PR, CRO, content strategy, web design & development methods.</p> <p>Clients range from major international brands to start-ups, and the industries we deal with range from BtoC apparel brands to BtoB real estate. We have a very open environment where we freely share our ideas on our current and upcoming projects, creating the best possible options for our Clients.</p> <p>If you're interested in working in an international environment with massive perks (like unlimited PTOs and a flexible work system) and want to gain maximum marketing experience that varies from working with start-ups to international brands, then you should apply for our position!</p>
Company Info	<p>We do SEO, pay-per-click ads, e-commerce, and other services focused on optimizing the website and digital presence of our clients, to catalyze growth for companies in the Japanese market. Whether Japan is the next stop for our client's global takeover, or it's the starting point, our goal is to elevate their brand to success.</p> <p>We use our skills to help companies and individuals communicate, grow, and find success. We also feel incredibly fortunate to be living in Japan, a culturally rich country filled with beauty in design and communication of unspoken meaning.</p> <p>Our goal is to help Japan to reach out across the world, and the world to connect with Japan, through the power of design and communication.</p> <p>We believe that by maximizing your unique background and individual culture, we can enrich not only your work but also your life. But let us be clear, this isn't about you—it's about "us" as a team, and it's about taking our virtues and our power to have an impact upon our teammates, clients, and society as a whole.</p> <p>If you carry this strong sense of self but have an authentic fire in your heart to contribute to others, you could be an amazing candidate for one of Humble Bunny's rare and coveted marketing positions.</p> <p>To help you learn more about us, please visit our Feature Article page: https://www.daijob.com/en/jobs/introduction/16339</p>
	Flextime system

Working Hours	<p>【What is the Humble Bunny flextime system? 】</p> <p>We have a flextime system for team members who prefer to work in the afternoon. Core working hours are from 11:00 am to 4:00 pm.</p>
Qualifications	<p>【What Is Required?】</p> <ul style="list-style-type: none"> • Fluent in English and Japanese • 3+ Years of Experience, or full-time equivalent, in Digital Marketing (including experience with SEO/Content Marketing, PPC, and Analytics) • Educated with at least Undergraduate Degree-level (A mixed background is welcome, we love gaining new insights from different degree backgrounds) • Currently located in or (available to come to) Tokyo for an Interview <p>【Highly Desirable】</p> <ul style="list-style-type: none"> • Creative Capability (i.e. Design, Copywriting, Photography, Video Production, etc.) • Experience with Web Design and E-commerce • Project Management/Team Management Experience • Client Relations Experience
English Level	Daily Conversation Level (TOEIC 475-730)
Japanese Level	Native Level
Salary	JPY - Japanese Yen JPY 5000K - JPY 8500K
Salary Description	<p>【Regarding salary】</p> <ul style="list-style-type: none"> • Salary would be decided based on skills, experience, and other factors <p>【Benefits and Perks】</p> <ul style="list-style-type: none"> • Social insurance (health insurance, pension, employment insurance, workers' accident insurance) • Unlimited PTO: Mandatory holiday system as well to encourage those who are more shy to take days off. • Humble Bunny's original profit-sharing system • Career step-up support system • Workcation with team members • Flexible system in case of life events • Other side jobs/part-time work allowed • Professional Development Day: One dedicated day per month to plan out your quarterly goals, and make meaningful study or development towards a targeted position and impact at Humble Bunny. Output from these days is then funneled into potential promotions and career lift. • Money Mondays (Earn extra bonus for electing to come and be on-site with the team on Mondays) • Unexpected bonuses/salary increases every 6 months on average <p>【Company KPIs】</p> <ul style="list-style-type: none"> • Average full-time staff tenure: 28.8 months • Average time period between unexpected raises, bonuses, etc. (5.4 months)
Holiday Description	<ul style="list-style-type: none"> • Five day work week • Unlimited PTO: Mandatory holiday system as well to encourage those who are more shy to take days off.
Job Contract Period	Permanent fulltime position
Nearest Station	<ul style="list-style-type: none"> • Address: Shibuya 3-6-2 4F, Shibuya, Tokyo 150-0002 • Nearest Station: Shibuya