

Job Detail

Manager Level

Position Title	App producer (CRM marketing manager) Target company listed on NASDAQ Foreign nationals welcome Visa sponsorship available
Recruiter Company	Green Forest Co., Ltd.
Company Name	Company name is private
Activated / Updated	2024-04-29 / 2024-05-08
Job Type	Planning/Marketing/PR - Planning/Marketing Planning/Marketing/PR - Research & Analysis Planning/Marketing/PR - Digital/Web/SNS Marketing
Industry	
Location	Asia Japan Tokyo
Job Description	<ul style="list-style-type: none"> • Promote continuation of app users using CRM • E-mail newsletter creation • Client management • Planning and implementation of marketing measures, etc. <p>You will be responsible for turning the PDCA cycle into KPIs to activate the use of the app. My job is to conduct marketing and customer analysis, provide suggestions, and collaborate with engineers to improve KPIs.</p>
Company Info	We operate the Web3 app, which is deployed in 200 countries around the world, with a cumulative download count of over 2.4 million people, and rapid growth with sales 6 times the previous year. Last year, we raised 1.42 billion yen and are investing in app development and marketing. We aim to be listed on the US NASDAQ. Our target market is 700 million people worldwide, and we currently have the largest share in the industry in this field. We aim to ride the wave of the growing crypto market and become the world's number one app for users. Our team is made up of a small number of elite members, and from our office in Tokyo, we serve global markets, primarily in the United States, Europe, and Southeast Asia.
Working Hours	10:00-19:00 (8 hours of actual work, 60 minutes of break)
Qualifications	<p>[MUST conditions]</p> <ul style="list-style-type: none"> • Experience as a product owner or producer in an app business • Japanese proficiency (business level / N1) <p>[WANT conditions]</p> <ul style="list-style-type: none"> • Analysis experience including MA tools • A track record of achieving results based on KPIs such as PA/ROAS • Customer acquisition management experience centered on advertising/SEO • Experience managing leads related to LP site/content • CRM experience in the EC industry • English skills (business level) • Have work experience related to SQL • Knowledge and practical experience in statistics and mathematics • Have experience in analyzing big data and providing suggestions. • Have experience in conducting statistical analysis and providing suggestions regarding marketing and customer analysis. • Have experience as a product manager • Have experience in analyzing and providing suggestions regarding marketing and customer analysis. • Experience using AB testing tools and CRM management tools • Understand how to use general web analysis and application analysis tools (GoogleAnalytics, Adjust, etc.)
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Fluent(JLPT Level 1 or N1)

Salary	JPY - Japanese Yen JPY 11000K - JPY 13000K
Salary Description	<ul style="list-style-type: none"> Social Insurance Commuting/ Transportation Allowance In-House Loan System Worker's Property Accumulation Savings Employee Stock Purchase System Education/ Training
Holiday Description	<ul style="list-style-type: none"> Five-Day Workweek Summer Holidays Winter Holidays Refresh Holidays Paid Holidays Congratulatory or Condolence Leave Child-care Leave Sick Leave

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