

Job Detail

Senior Level

Position Title	Digital Marketing Project Manager
Recruiter Company	KBI Consulting 合同会社
Company Name	Company name is private
Activated / Updated	2024-04-29 / 2024-05-08
Job Type	IT (PC, Web, Unix) - Project Manager Planning/Marketing/PR - Digital/Web/SNS Marketing Planning/Marketing/PR - Event Planner/Management
Industry	Software Vendor
Location	Asia Japan Tokyo
Job Description	<p>What you'll be doing:</p> <p>As a Digital Marketing Project Manager, Marketing and Communications Dept., you will be responsible for digital marketing activities for both B2B and B2C offerings. Your primary goals are two-fold: a) increase inbound inquiries from potential enterprise clients, and b) increase user base and engagement in order to maximize App subscription revenue. You will continuously monitor and optimize digital metrics, such as SEO, ASO, PPC, CPI, RoAS, etc., and closely work with Manager, Marketing and Communication as well as counterparts in Taipei HQ. Marketing Manager is in charge of content strategy and execution. You will also play an assisting roles in physical events, webinars, and trade shows. Two of you side by side will analyze digital engagements, theorize, strategize and execute what contents to run to who, when, how with what level of budget, etc. in order to help the company achieve business goals.</p> <p>Job Duties:</p> <ul style="list-style-type: none">Build, plan and implement cross-channel digital marketing strategy to drive greater engagement and conversions.Drive significant increases in both social and paid media engagement, web promotion, eDM, listing and other paid ads, etc.Measure and manage online content including managing the processes relating to activities such as email marketing, article/blog planning, outline review, article writing/visual design process with internal or third party, etc.Establish and track data-driven metrics such as SEO, Google Analytics, etc.Continuously monitor, evaluate, and optimize ROI for all programs.Generate reports periodically on above activities
Company Info	<p>Our company is the world's leading beauty and fashion tech solutions provider transforming how brands and consumers engage each other through the highest level of augmented reality (AR) and artificial intelligence (AI) technology for a re-imagined consumer shopping experience.</p> <p>Our flagship app, with over 500M downloads globally and 6M in Japan, utilizes cutting-edge AR and AI technology in virtual tryouts. We also have established the world's largest beauty/fashion platform in SaaS-style with which brands and retail can reach out to potential customers/audience. Globally over 600 brands with over 650K AR product assets exist on our platform, where consumers try them on over 10B times a year on clients' websites, at storefront, or on our app.</p> <p>Modern offices in Daimon, Non-Smoking Office.</p>
Working Hours	Monday to Friday, 8am - 6pm
	<p>You're qualified if you</p> <ul style="list-style-type: none">have experience in technology driven companies.have in-depth knowledge of different digital marketing channels.have good knowledge and experience with online marketing tools and best practices.have hands-on experience with SEO, Google Analytics and CRM software.are an analytical thinker with problem-solving skills.have great interpersonal and communication skills.are passionate and dedicated to excel in your career.are creative and can think outside of the box.

Qualifications	<p>feel excited about doing something new and cool. are independent, self-starter, and don't need to be micromanaged. can thrive within high-paced, goal-oriented, startup-like culture. understand what's being asked of you here and think you have what it takes to succeed. have business level English and Japanese.</p> <p>Big plus if you have experience in B2B/B2C SaaS. Dealing with cosmetics and fashion industry. Dealing with F0/F1 products or services. have some command of Chinese (Mandarin).</p>
English Level	Fluent (TOEIC 865-)
Japanese Level	Native Level
Salary	JPY - Japanese Yen JPY 6500K - JPY 7500K
Salary Description	Social Insurance Commuting/ Transportation Allowance
Holiday Description	Five-Day Workweek Paid Holidays
Job Contract Period	Fulltime position.
Nearest Station	Daimon