

## Job Detail

Staff Level

Position Title	Digital Marketing/Full-time employee/Tokyo, Osaka, Fukuoka
Company Name	nextbeat Co.Ltd.
Activated / Updated	2024-05-07 / 2024-05-07
Job Type	Planning/Marketing/PR - Digital/Web/SNS Marketing
Industry	Telecommunications/Information Services
Location	Asia Japan Tokyo Asia Japan Osaka Asia Japan Fukuoka
Job Description	<p>[Business in charge]</p> <p>You will be in charge of planning, executing, reviewing, and improving advertising operations and web marketing measures for multiple businesses such as "Nursery Bank!" and "Hospitality HR," as well as a wide range of marketing processes.</p> <p>■Nursery teacher bank! Nursery school bank! is a career change and employment support service for nursery teachers and kindergarten teachers that has the top market share in the industry. For toC, I will be in charge of promoting membership registration of nursery teachers and creative direction with business branding in mind. We have researched ways to appeal and present things that will make nursery teachers want to use Nursery Teacher Bank to change jobs, and we have created not only search and display advertising on Google and Yahoo!, but also affiliate advertising and aggregation sites. We will be responsible for maximizing customer attraction using all channels such as SNS advertising.</p> <p>■Hospitality HR Omotenashi HR is a job change and employment support service specializing in the accommodation industry that was released in December 2019. In a business where the market is not yet fully mature and there are few similar services, we have achieved 200% growth compared to last year. In order to promote membership registration for toC, we are not only operating web advertising media, but also working on paper media using FAXDM etc. for toB, and we are implementing marketing measures using methods that match the people we want to provide value to. Responsible for improvements. We will mainly operate Google and Yahoo! search/display advertisements and aggregation sites, and we will also use SNS advertisements in the future to improve customer attraction so that we can grow our business.</p> <p>[Role of digital marketing position]</p> <p>We are responsible for maximizing customer attraction and cost effectiveness by utilizing the advertising budget and using all available media. We will be responsible for everything from strategy construction to policy planning to implementation and verification, contributing to business expansion within our own hypothesis verification cycle. We will be in charge of promoting our own services to solve social issues, with an eye toward branding services through appeals and banners.</p> <p>[Business content]</p> <ul style="list-style-type: none"> <li>• Planning, execution, and improvement of online/offline customer attraction for core businesses and new businesses</li> <li>• Planning and execution of improvement measures unique to in-house collaboration with sales, development, and designers</li> <li>• Google, Yahoo! ads, various SNS ads, aggregation site advertising operations such as Indeed, operation and growth of affiliate ads (budget increase)</li> <li>• Text, creative, LP design and site improvement measures aimed at improving advertising effectiveness not only in terms of number of customers but also in terms of business profitability such as ROAS and CPA.</li> </ul> <p>[Target index]</p> <p>The main indicators are to maximize the number of customer acquisitions (registrations, applications, inquiries, etc.) and lower unit costs relative to the advertising budget. Furthermore, the scope of improvement also includes operation and implementation of measures aimed at improving business cost</p>

effectiveness (indexes such as ROAS and ROI), as well as the number of customers in each customer area.

[What you get from this job]

- Since it is operated in-house, it is easy to implement operational measures with a sense of speed, and all data can be obtained in-house.
- If the advertising budget is within the advertising budget, challenging measures for existing media or payments for introducing new media can be executed smoothly and almost immediately.
- Many of the products are still in the startup phase, so you can feel that your customer attraction measures are directly expanding your business.

[Fastest promotion based on performance × Achieving a wide range of marketing challenges]

We are a group that implements methods from all options to create a desire to buy and create a system that continues to sell. What you want to achieve and how to achieve it is all up to you.

Digital marketing, CRM, social media, content, all possibilities must be explored. That experience will guide you through the shortest route to becoming a marketer with a high perspective.

<Background that allows you to achieve a career through the shortest route>

- Internal promotion rate of CxO: 57% (4 out of 7 people were promoted to lead CxO)
- Promotion from leader to manager in an average of 1 year (minimum 6 months)
- You can open a new CxO position based on your own skills and experience.
- There are non-fixed career options such as "Digital Marketing × CRM", "Content Marketing → Social Media Marketing", and "SEO specialized"

[Recruitment background]

NextBeat operates businesses with various business models such as BtoB, BtoC, and CtoC, but we plan to make a full-fledged effort to attract customers, especially as toC services enter an expansion phase. We are looking for people who can attract customers to web services at a low cost per acquisition, and who can not only manage web advertising but also conduct efficient direct response customer acquisition, including offline and PR. We are looking forward to your application if you are aspiring to become a marketer who will lead our business together.

Company Info

[Business in charge]

You will be in charge of planning, executing, reviewing, and improving advertising operations and web marketing measures for multiple businesses such as "Nursery Bank!" and "Hospitality HR," as well as a wide range of marketing processes.

■Nursery teacher bank!

Nursery school bank! is a career change and employment support service for nursery teachers and kindergarten teachers that has the top market share in the industry. For toC, I will be in charge of promoting membership registration of nursery teachers and creative direction with business branding in mind. We have researched ways to appeal and present things that will make nursery teachers want to use Nursery Teacher Bank to change jobs, and we have created not only search and display advertising on Google and Yahoo!, but also affiliate advertising and aggregation sites. We will be responsible for maximizing customer attraction using all channels such as SNS advertising.

■Hospitality HR

Omotenashi HR is a job change and employment support service specializing in the accommodation industry that was released in December 2019. In a business where the market is not yet fully mature and there are few similar services, we have achieved 200% growth compared to last year. In order to promote membership registration for toC, we are not only operating web advertising media, but also working on paper media using FAXDM etc. for toB, and we are implementing marketing measures using methods that match the people we want to provide value to. Responsible for improvements. We will mainly operate Google and Yahoo! search/display advertisements and aggregation sites, and we will also use SNS advertisements in the future to improve customer attraction so that we can grow our business.

【remarks】

- Separate smoking areas within the company (smoking area shared by the building outside/varies by location)

[About flextime system]

Core time: 10:00 to 16:00, 8 hours of actual work

\*Applicable after the trial period, during the trial period 10:00 to 19:00 (1 hour break)

[Time difference Biz]

Individuals can change their work start time between 8:00 and 11:00 with prior

Working Hours	<p>application.  *8 hours of actual work  *Basic working hours are 10:00-19:00</p> <p>[Remote work]  10:00-19:00 (break: 1 hour)  Remote work possible (2 weeks/Tuesday/Wednesday)  *You will be required to come to work 5 days a week for the first month after joining the company.</p> <p>[Average overtime hours]  32.3 hours (last year's results)</p>
Qualifications	<p>[Required skills/experience]</p> <ul style="list-style-type: none"> <li>• More than 1 year of practical experience in managing web advertising by yourself  (Google Ads, Facebook Ads, LINE Ads, Yahoo! Sponsored Search)</li> <li>• Experience in attracting customers offline and through PR</li> <li>• Experience negotiating with outside parties</li> <li>• Reporting skills and experience</li> </ul> <p>[Welcome skills and experience]</p> <ul style="list-style-type: none"> <li>• Operation experience in DSP/DMP/affiliate advertising</li> <li>• Site improvement experience aimed at improving advertising effectiveness</li> <li>• Numerical analysis experience (using data processing languages such as SQL)</li> <li>• Experienced in human resources industry</li> <li>• Experienced in app advertising operations</li> </ul>
English Level	None
Japanese Level	Fluent(JLPT Level 1 or N1)
Chinese Level	None
Salary	JPY - Japanese Yen JPY 4500K - JPY 7000K
Salary Description	<p>[About salary]</p> <ul style="list-style-type: none"> <li>• Includes 40 hours of deemed overtime/month</li> <li>• Trial period: 3 months</li> <li>• Salary revision: twice a year</li> <li>• Bonus: Twice a year</li> </ul> <p>model annual income</p> <ul style="list-style-type: none"> <li>• Member: 4.5 million yen - 6 million yen</li> <li>• Leader: 5.1 million yen to 7 million yen</li> <li>• Manager: 6 million yen to 12 million yen</li> </ul> <p>*1 Has a track record of becoming an executive officer (in his 30s) from manager  *2 Employees may be promoted from member to manager within one year of joining the company.</p> <p><b>【Welfare】</b></p> <p>■Self-study support</p> <ul style="list-style-type: none"> <li>• GLOBIS eMBA course system</li> <li>• Business book purchase system</li> <li>• English lesson support</li> <li>• NorthStarChallenge (new business planning system)</li> <li>• Northstar COLLEGE (in-house university)</li> <li>• NB Fitness Lounge (in-house gym)</li> <li>• Practical English conversation lessons with a dedicated native instructor</li> </ul> <p>■Productivity improvement support</p> <ul style="list-style-type: none"> <li>• Babysitter usage system</li> <li>• Housekeeping assistance system</li> <li>• Sick child care subsidy system</li> <li>• Nursing care support half-day leave system</li> <li>• Coffee server *Tokyo only</li> <li>• Nap room *Tokyo only</li> <li>• Refresh area *Tokyo only</li> </ul> <p>■Activate internal communication</p> <ul style="list-style-type: none"> <li>• Welcome lunch (joint celebration lunch)</li> <li>• Crew's anniversary (birthday celebration)</li> <li>• NEXTBEAT HUB (internal and external exchange event) *Tokyo only</li> <li>• Semi-annual summit (company-wide general meeting)</li> <li>• N club (club activities)</li> <li>• Team achievement meeting, meal cost burden</li> <li>• Cross lunch (lunch social gathering)</li> </ul> <p>■Others</p> <ul style="list-style-type: none"> <li>• Complete social insurance</li> <li>• Transportation expenses provided (with upper limit)</li> <li>• Separate smoking areas within the company (smoking area shared by the building outside/varies by location)</li> </ul>

	<ul style="list-style-type: none"> <li>• Hugukumi Corporate Pension (scheduled to be introduced from February 2024)</li> </ul> <p>*One of the defined benefit corporate pensions (DB), this is a pension system that also includes a retirement allowance system.</p>
Holiday Description	<ul style="list-style-type: none"> <li>• Two days off per week</li> <li>• holiday</li> <li>• paid holiday</li> <li>• Summer vacation (3 days granted as special vacation)</li> <li>• New Year holiday</li> <li>• Congratulatory and condolence leave</li> <li>• Pre- and post-natal leave, childcare leave</li> <li>• Nursing care leave</li> </ul>
Job Contract Period	Full-time employment
Nearest Station	<p><b>【Tokyo Head Office】</b>  JR Yamanote Line "Ebisu Station" 4 minutes walk  5 minutes walk from Tokyo Metro Hibiya Line "Ebisu Station"  [Osaka base]  7 minutes walk from JR Osaka Station Midosuji Exit  4 minutes walk from Hankyu Umeda Station Chayamachi exit  3 minutes walk from Exit 4 of Nakatsu Station on the Subway Midosuji Line  [Fukuoka base]  3 minutes walk from Tenjin Station on the Subway Airport Line</p>