

Job Detail

Staff Level

Position Title	SEO 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	IT - Other
Location	Asia Japan Tokyo Asia Japan Osaka Asia Japan Fukuoka
Job Description	<p>[Role of SEO marketing position]</p> <p>In collaboration with other digital marketing members and in-house engineers/directors, you will be in charge of marketing operations specializing in SEO in order to maximize the number of customers for media.</p> <p>[Business content]</p> <ul style="list-style-type: none"> • SEO internal measures (site structure design, URL structure, internal link design, and other measures) • SEO external measures (planning and implementing measures to acquire natural links) • Keyword design for content production • KPI formulation ~ management/operation, etc. <p>[Target index]</p> <p>The main goal is to increase organic traffic to your site. Everything related to SEO is part of our business, including monitoring traffic trends, understanding user attributes, keyword research, and designing internal improvements. Rather than chasing big word rankings, we are focusing on how to secure inflows throughout the site.</p> <p>[What you get from this job]</p> <ul style="list-style-type: none"> • In particular, it is very different from SEO work at SEO consulting or contracted production companies, where you can be involved not only in making proposals but also in implementing, verifying effectiveness, and making improvements. • The content and development organization is also in-house, allowing for speedy work through internal collaboration. • Also, because we place a high priority on implementing SEO-related measures, everything from planning to execution is quick. • My role is not limited to SEO, but I am committed to working with other teams to achieve results, from organic traffic to conversion, so there is an environment where I can expand my wide range of marketing skills around SEO skills. - Even now, with a staff of 350, one SEO marketer is in charge of all business, so there is considerable discretion, ease of communication, and ease of utilizing his own experience. <p>[Fastest promotion based on performance × Achieving a wide range of marketing challenges]</p> <p>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.</p> <p>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.</p> <p><Background that allows you to achieve a career through the shortest route></p> <ul style="list-style-type: none"> • 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"

Company Info	<p>[Recruitment background]</p> <p>At Nextbeat, which operates multiple products, we are required to identify problems with each product both internally and externally and take proactive measures. In order to continue creating the "normal" of the future, we are looking for people with SEO experience who can work across multiple products.</p> <p>[Business in charge]</p> <p>You will be in charge of SEO marketing for multiple businesses (multiple business models), including "Nursery Bank!", "KIDSNA STYLE", "Hospitality HR", and new businesses that will be developed in the future.</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, we will implement SEO measures and measures to increase the influx of job seekers from the site and to rank the site itself high.</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. This is also a nursery school bank! Similarly, for toC, we aim to maximize the number of customers from the site and get it ranked high, and implement measures and adjustments for SEO measures.</p> <p>■KIDSNA STYLE KIDSNA STYLE is a web media that distributes topics that cannot be avoided when raising children, such as education, health, sex education, LGBT, culture, and law. We use the power of SEO to improve our site in order to deliver content to the parenting generation who are raising preschoolers who will be the media's readers.</p> <p>【others】 ・ Separate smoking areas within the company (smoking area shared by the building outside/varies by location)</p>
Working Hours	<p>[About flextime system] 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)</p> <p>[Time difference Biz] Individuals can change their work start time between 8:00 and 11:00 with prior 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"> ・ Practical experience using access analysis tools (Google Analytics/Search Console, etc.) <p>*Level that allows you to obtain the necessary data via API</p> <ul style="list-style-type: none"> ・ Data analysis - Practical experience in proposing issues/hypotheses and planning, implementing, and verifying improvement measures based on them ・ Practical experience in statistical and analytical work using spreadsheets, Excel, SQL, etc. <p>*Mainly IF and string manipulation functions</p> <ul style="list-style-type: none"> ・ Over 2 years of SEO experience (algorithm research, competitive research, keyword planning, etc.) <p>*Experience working on at least 10 sites</p> <ul style="list-style-type: none"> ・ Work experience in web marketing ・ Experience in planning marketing strategies <p>[Welcome skills and experience]</p> <ul style="list-style-type: none"> ・ Basic knowledge of HTML, JavaScript, and MySQL ・ Basic knowledge of Google Analytics, GTM, Google Adwords ・ Practical experience in operating portal sites and EC sites ・ Practical experience in content planning, editing, and production ・ Marketing experience in the advertising/IT industry or human resources industry
English Level	None

Japanese Level	Fluent(JLPT Level 1 or N1)
Chinese Level	None
Salary	JPY - Japanese Yen JPY 4500K - JPY 8500K
Salary Description	<p>[About salary]</p> <ul style="list-style-type: none"> • Includes 40 hours of deemed overtime/month • Trial period: 3 months • Salary revision: twice a year • Bonus: Twice a year <p>model annual income</p> <ul style="list-style-type: none"> • Member: 4.5 million yen - 6 million yen • Leader: 5.1 million yen to 7 million yen • Manager: 6 million yen to 12 million yen <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>【Welfare】</p> <p>■Self-study support</p> <ul style="list-style-type: none"> • GLOBIS eMBA course system • Business book purchase system • English lesson support • NorthStarChallenge (new business planning system) • Northstar COLLEGE (in-house university) • NB Fitness Lounge (in-house gym) • Practical English conversation lessons with a dedicated native instructor <p>■Productivity improvement support</p> <ul style="list-style-type: none"> • Babysitter usage system • Housekeeping assistance system • Sick child care subsidy system • Nursing care support half-day leave system • Coffee server *Tokyo only • Nap room *Tokyo only • Refresh area *Tokyo only <p>■Activate internal communication</p> <ul style="list-style-type: none"> • Welcome lunch (joint celebration lunch) • Crew's anniversary (birthday celebration) • NEXTBEAT HUB (internal and external exchange event) *Tokyo only • Semi-annual summit (company-wide general meeting) • N club (club activities) • Team achievement meeting, meal cost burden • Cross lunch (lunch social gathering) <p>■Others</p> <ul style="list-style-type: none"> • Complete social insurance • Transportation expenses provided (with upper limit) • Separate smoking areas within the company (smoking area shared by the building outside/varies by location) • Hugukumi Corporate Pension (scheduled to be introduced from February 2024) <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"> • Two days off per week • holiday • paid holiday • Summer vacation (3 days granted as special vacation) • New Year holiday • Congratulatory and condolence leave • Pre- and post-natal leave, childcare leave • Nursing care leave
Job Contract Period	Full-time employment
Nearest Station	<p>【Tokyo Head Office】 JR Yamanote Line "Ebisu Station" 4 minutes walk 5 minutes walk from Tokyo Metro Hibiya Line "Ebisu Station"</p> <p>[Osaka base] 7 minutes walk from JR Osaka Station Midousuji Exit 4 minutes walk from Hankyu Umeda Station Chayamachi exit 3 minutes walk from Exit 4 of Nakatsu Station on the Subway Midousuji Line</p> <p>[Fukuoka base] 3 minutes walk from Tenjin Station on the Subway Airport Line</p>