

## Job Detail

Senior Level

Position Title	[English] Influencer marketing/marketing support company/4.5 million to 7 million/full-time employee @ Tokyo (remote work OK)
Recruiter Company	GLOBALPOWER Inc. / 株式会社グローバルパワー
Company Name	Company name is private
Activated / Updated	2024-05-02 / 2024-05-09
Job Type	Planning/Marketing/PR - Digital/Web/SNS Marketing Planning/Marketing/PR - Branding/Strategic Marketing Planning/Marketing/PR - Advertisement/Communication/PR
Industry	Market Research/Research Institute
Location	Asia Japan Tokyo
Job Description	<p>Our company supports the development of a comprehensive investment financial platform. We are currently developing a large-scale marketing plan that includes licensing and branding in each country and region.</p> <p>&lt;Specific duties to be entrusted to you&gt;</p> <p>This message will be sent to the entire world using English.</p> <p>(1) Casting</p> <ul style="list-style-type: none"><li>Discovering next-generation influencers (Twitter, YouTube, Instagram, TikTok, etc.)</li></ul> <p>You'll embrace new trends and discover the next generation of influencers across a wide range of platforms.</p> <p>We will find the influencers that match your target and leave it to you to carry out the best casting for your project.</p> <ul style="list-style-type: none"><li>Meetings with production and influencers, negotiation and coordination of appearances</li></ul> <p>You will be responsible for communicating smoothly with production companies and influencers, and effectively negotiating and coordinating appearances.</p> <p>(2) Planning</p> <ul style="list-style-type: none"><li>Concept design</li></ul> <p>You will design an effective and attractive concept based on the project objectives.</p> <ul style="list-style-type: none"><li>Planning and designing of marketing campaigns</li></ul> <p>You will plan and design strategic marketing campaigns and develop strategies to achieve goals.</p> <p>(3) Direction</p> <ul style="list-style-type: none"><li>Progress management of the entire project</li></ul> <p>You will closely manage the progress of the project and promote the plan to achieve the goals.</p> <p>(4) Analysis</p> <ul style="list-style-type: none"><li>Investigation and analysis of competitors and reference services</li></ul> <p>You will help improve strategies by understanding market trends and analyzing competitors and reference services.</p> <ul style="list-style-type: none"><li>Customer journey analysis</li></ul> <p>You will analyze customer experience and help optimize marketing strategies.</p> <ul style="list-style-type: none"><li>Social listening</li></ul> <p>You will monitor feedback and trends on social media.</p> <ul style="list-style-type: none"><li>Temporary verification planning</li></ul> <p>You will develop plans to test hypotheses and support data-driven decision making.</p> <ul style="list-style-type: none"><li>Marketing data management using Google spreadsheets</li></ul> <p>You will effectively organize and manage marketing data and support strategic decision-making.</p>

	<p>(5) Building an influencer organization          ・negotiation          You will build cooperative relationships through negotiations with influencers.</p> <p>・ Organization          You will organize influencers and facilitate effective collaboration.</p> <p>Job details conditions</p>
Company Info	<p>・ WEB marketing support business          ・ WEB advertising agency business</p> <p>・ Employees: 70 people          ・ Remote work possible 2-3 days a week!          ・ More than 125 days off per year!</p>
Working Hours	<p>9:00~18:00          *Remote work is OK 2-3 days a week.</p>
Qualifications	<p>■Required skills          ・ Experience in influencer marketing for overseas markets (1 year or more)</p> <p>■Welcome skills          ・ People who have connections with finance/payment services/stocks/investment-related English-speaking influencers          ・ People who have connections with finance/payment services/stocks/investment-related English-speaking influencer production</p> <p>■Portrait          ・ Those who have a strong sense of responsibility and are able to see things through to the end without giving up.</p>
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Fluent(JLPT Level 1 or N1)
Salary	JPY - Japanese Yen JPY 4500K - JPY 7000K
Salary Description	<p>Monthly salary: 320,000~500,000</p> <p>■Salary increase: Twice a year (May and November)          ■Bonus: Twice a year (May and November)          ■Transportation expenses: Up to 30,000 yen per month will be provided.          ■Complete social insurance</p>
Holiday Description	<p>■Two-day weekend system (Saturday and Sunday)          ■Holidays          ■New Year holidays          ■Summer vacation          ■Annual paid leave          ■Personal sick leave          ■Congratulatory and condolence leave          ■Menstrual leave          ■Marriage leave          ■Prenatal and postnatal leave          ■Childcare leave          ■Nursing leave          ■Nursing care leave          ■Judge leave          Such</p> <p>[Annual holidays] 125 days or more</p>
Job Contract Period	Full-time employee (trial period: 3 months)
Nearest Station	Shibuya Station (8 minutes walk)