

## Job Detail

Staff Level

Position Title	Digital Marketing Manager
Recruiter Company	Michael Page International Japan K.K./マイケル・ページ・インターナショナル・ジャパン株式会社
Company Name	Company name is private
Activated / Updated	2024-05-02 / 2024-05-02
Job Type	Other Job Type - Other Job Type
Industry	Fashion/Apparel/Accessory
Location	Asia Japan Tokyo
Job Description	<p>Join our team as a Digital Marketing Manager in Tokyo, Japan, where you'll spearhead the development and execution of digital and social content strategies, driving brand awareness and customer engagement. You'll also oversee CRM initiatives to enhance customer relationships and drive sales.</p> <p>Description</p> <ul style="list-style-type: none"> <li>* Develop and execute holistic digital and social strategies aligned with brand objectives.</li> <li>* Create engaging social content and manage content calendars across all channels.</li> <li>* Lead social listening and performance tracking to optimize campaigns and enhance brand presence.</li> <li>* Collaborate with cross-functional teams to integrate digital initiatives with offline marketing events.</li> <li>* Drive CRM activities to enhance customer relationships and optimize sales opportunities.</li> </ul> <p>Profile</p> <ul style="list-style-type: none"> <li>* Bachelor's degree in Marketing, Communications, or related field.</li> <li>* 6-8 years of digital marketing experience, preferably in a global brand environment.</li> <li>* Deep understanding of Japan's social and digital media landscape.</li> <li>* Strong communication skills in Japanese and English.</li> <li>* Proficiency in CRM systems and strong analytical abilities.</li> <li>* Proactive, results-driven, and collaborative team player.</li> </ul> <p>Job Offer</p> <ul style="list-style-type: none"> <li>* Competitive salary and benefits package.</li> <li>* Opportunity to work with a globally recognized brand and contribute to its growth in the Japanese market.</li> <li>* Dynamic and inclusive work culture that encourages self-expression and innovation.</li> </ul> <p>To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Asha Roy on +813 6832 8610</p>
Company Info	Our client is a globally recognized brand known for its commitment to rebellious self-expression. At the core of their ethos are three values: Be Yourself, Act Courageously, and Show You Care. As a part of their team, you'll contribute to a culture that embraces individuality and creativity, fostering an environment where employees can thrive and make a difference.
English Level	Fluent (TOEIC 865-)
Japanese Level	Native Level

Salary

JPY - Japanese Yen JPY 1000K

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