

Job Detail

Manager Level

Position Title	[Digital Marketing] People with strengths in the digital field are welcome
Recruiter Company	Pasona Inc. Global department／株式会社パソナ グローバル事業本部
Company Name	Globis Corporation
Activated / Updated	2024-04-23 / 2024-05-16
Job Type	Planning/Marketing/PR - Digital/Web/SNS Marketing Planning/Marketing/PR - Other
Industry	Consulting - Other
Location	Asia Japan Tokyo
Job Description	<p>[Job Details]</p> <p>If you join the advertising team in the Brand Marketing Department, you will be involved in planning and managing online advertising for the Graduate School of Business and GLOBIS Learning Unlimited, as well as alliance projects with other companies. It is essential that you work with internal and external stakeholders to plan and manage effective and efficient marketing communications while improving return on investment. The content of advertising is diverse, but we are particularly looking for people who are strong in the online digital area. In addition, since our stakeholders are diverse, including external and internal parties, university associates, students, instructors, and external partners, we expect those who work with us to have intercultural understanding and the ability to build relationships.</p> <p>Main duties (examples):</p> <ul style="list-style-type: none">■ Planning and promotion<ul style="list-style-type: none">• Planning and promotion of various online ads (Google, Yahoo!, Meta, etc.)• Planning and promotion of various offline ads (transit ads, etc.)• Planning and promotion of advertising in various media (article ads, video ads, affiliate marketing, etc.)• Negotiating and managing advertising agencies• Planning and promotion of alliances with other companies• Regular reporting to stakeholders and management■ Business promotion and execution <p>Collaborate with other teams within the department (PR/SNS team and content/WEB team) and other departments within the company to provide further value to customers and collaborate for business growth</p> <p>[Job details] We are looking for a marketer to drive the branding and marketing of Globis' toC services (Business School, Nano Single Course, GLOBIS Unlimited Learning) mainly from the perspective of digital marketing and web marketing.</p> <p>[Assigned department]</p> <p>Branding & Marketing Department (Branding & Marketing Communication)</p> <p>[Future career image]</p> <p>After mastering the basics of marketer duties, you will be required to work together with team leaders and senior employees to formulate and execute strategies necessary for business growth. This is the perfect career for those who want to effectively utilize their marketing skills and advertising planning and operation skills in a multinational environment, improve their strategic thinking and project management skills, and gain experience in growing toC businesses from a marketing perspective.</p>
Company Info	<Department to be assigned to> Branding & Marketing Department: Your mission will be to expand Globis brand awareness beyond the scope of our services and promote effective branding. Passive smoking prevention: No smoking indoors
Working Hours	09:30 - 18:00
	<p>[Essential requirements]</p> <ul style="list-style-type: none">■ At least 3 years of practical experience in a business or support company (advertising agency, etc.) in which you have been involved in a series of tasks from setting upstream issues to considering measures and verifying the effects

Qualifications	<p>after implementation *Below are examples of expected work experience</p> <ul style="list-style-type: none"> • Planning and promoting various online advertisements (Google, Yahoo!, Meta, etc.) • Planning and promoting with other companies (advertising agencies and alliance companies) • Regular reporting to stakeholders and management <p>[Desired candidate profile]</p> <ul style="list-style-type: none"> • Someone who can tenaciously tackle abstract issues • Someone who can plan and lead the implementation of marketing measures in a rapidly changing environment and run the PDCA cycle • Someone who has the analytical skills to measure and improve the impact on business indicators
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Native Level
Salary	JPY - Japanese Yen JPY 5000K - JPY 8000K
Salary Description	<p>Bonuses: 2 times, Salary increase: Yes</p> <p>Fixed night shift premium (for 10 hours): 5,051 yen to 8,080 yen/month, additional payment for excess hours</p> <p>Social insurance provided</p> <p>Commuting allowance, overtime allowance, retirement allowance system</p> <ul style="list-style-type: none"> • Globis Business School enrollment support system* • Short-term overseas study support system* • Self-development support (up to 200,000 yen per year) • Support for taking training required for work (full cost paid at the discretion of the department head) <p>*If you do not complete the program, or if you leave the program while enrolled or within 2 years of completion, you will be required to refund the support money</p>
Holiday Description	[Number of holidays per year] 123 [Holidays] Two days off per week (Saturday and Sunday),
Job Contract Period	Full-time employment Trial period: 3 months. In order to adapt to the organization and build relationships with those around you, you are encouraged to come to work every day during the onboarding period (3 months after joining the company).