




Content Manager/コンテンツ マネージャー（SNS・ソーシャルメディア・WEBコンテンツ企画、作成、編集）  Exclusive job

Job Information

Hiring Company

H2 Group

Job ID

1392200

Division

Marketing

Industry

Real Estate Brokerage, Management

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Contract

Location

Hokkaido, Abuta-gun Kucchin-cho

Train Description

Hakodate Line 2, Kutchan Station

Salary

3 million yen ~ 3.5 million yen

Refreshed

April 30th, 2024 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent (Amount Used: English Only)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Who Are We Looking For

H2 Group is looking for a Content Manager, a pivotal role in the marketing team of H2 Group's businesses. The primary responsibility is to oversee and manage all aspects of content creation, curation, and dissemination across various channels, with a focus on social media and web platforms. The Content Manager will collaborate closely with the marketing team and

various businesses to develop and execute content strategies that align with the company's brand and business objectives.

What Is The Role and Scope of Work

1. Grow the Social channels
 - Keep up to the latest trends on social media and be experimental with what works to build our followers
2. Content Planning, creation and execution:
 - Collaborate with the marketing team to create content calendars aligning to content strategy, ensuring timely and consistent delivery of high-quality content.
3. Social Media Management:
 - Manage and oversee all social media platforms, including but not limited to Facebook, Instagram, Twitter, LinkedIn, etc.
 - Create engaging and shareable content, including text, image, and video content.
 - Monitor social media trends and analytics to optimize content strategy.
 - Responsible for enquiries / correspondence that comes through social channels and disseminate them accordingly
4. Web Content Management:
 - Oversee the accuracy of information on all H2Group's websites at all times
 - Responsible for creation, maintenance, and optimization of website content working with the relevant resources
 - Ensure that the website content aligns with brand messaging, SEO best practices, and user experience goals.
 - Ensuring all languages all looked after
5. Content Creation and Editing:
 - Create compelling and relevant content for various channels, including blog posts, articles, press releases, and promotional materials.
 - Edit and proofread content to maintain consistency in tone, style, and brand voice.
6. Collaboration and Coordination:
 - Work closely with business teams and marketing colleagues to ensure content alignment with overall marketing campaigns.
 - Collaborate with external vendors and agencies for specialized content creation needs.
7. Analytics and Reporting:
 - Monitor and analyze the performance of content across different channels.
 - Provide regular reports on key performance indicators, and use data to refine content strategies.
8. Brand and Messaging Consistency:
 - Ensure consistency in brand and product messaging, voice, and visual elements across all content. This includes property websites and social channels that some of our owners and developers have.
 - Develop and enforce content guidelines to maintain brand integrity.

Required Skills

Knowledge, Skills, And Personality

- Love social media, and growing followers drives you
- Dependable, proactive, curious, inquisitive, adventurous
- Creative mindset with an ability to think strategically.
- Someone who believes in the power of a great team, likes team work but can work autonomously, once receiving a clear brief, does not need constant hand holding to make things happen
- Excellent project management skills, with the ability to prioritize and manage multiple projects simultaneously.
- Familiar and experience using Wordpress and design softwares including Adobe suite design tools (not limited to Photoshop, Illustrator, InDesign, Premiere) and possibly Canva
- Knowledge of layout graphic fundamentals, typography, both print and web skills would be a plus
- Familiarity with SEO and SEM best practices will be a bonus
- Strong interpersonal skills and the ability to work well with colleagues in a collaborative team environment.
- Excellent organizational skills and attention to detail

Qualifications

- Bachelor's degree in Marketing, Communications, Journalism, Content Design or a related field.
- Proven 3-5 years experience as a Content Manager or in a similar role.
- Proficient in content management systems (CMS) and social media management tools.
- Excellent written, verbal communication and copy editing skills (English and Japanese).
- Drivers license would be a plus

Company Description

LIVE THE H2 LIFE - YOUR LIFESTYLE AND DEVELOPMENT PARTNER IN JAPAN

H2 Group is a merger of two Niseko pioneers, Hokkaido Tracks Resort Properties and HakuLife. With over 20 years of combined experience, the H2 Group mission is to deliver sensational memories to our owners, guests, and clients.

We do this through our expertise in developing and building luxury homes and commercial projects and through curating exquisite holidays that tease the senses. We elevate the experience of buying and selling real estate, and work with our

owners to protect their investments via our leading Asset Management capabilities.

H2 Group services include:

- Project and Development Management
- Real Estate Sales
- Asset Management
- Holiday Rentals and Lifestyle Experience Curation