

Senior Global Gaming Web Marketing Specialist

Spread beloved Japanese anime worldwide!

Job Information

Hiring Company
CTW, Inc.

Job ID
1455243

Industry
Gaming

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Minato-ku

Train Description
Toei Mita Line, Shibakoen Station

Salary
8 million yen ~ 12 million yen

Work Hours
10:00 – 19:00, Monday to Friday (in-office)

Refreshed
November 24th, 2026 06:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Japanese : Professional Proficiency (JLPT N1, N2 or equivalent)

Minimum Education Level
Bachelor's Degree

Visa Status
No permission to work in Japan required

Job Description

Job Overview

As a Senior Web Marketing Specialist, you'll play a crucial role in our global marketing team as we take our portfolio to new heights. You'll have the opportunity to lead and drive international marketing projects, especially in the U.S., South Korea and Taiwan, using your expertise and creativity to captivate and engage audiences around the world.

The role

- Lead and build up the Global Web Marketing team and bridge the internal global teams with the local Japanese marketing team to achieve goals
- Operation of various web advertisement tools (SNS, affiliate, etc.)
- Manage of display and listing ads and analyze ads serving and distribution data
- Work directly on IP projects with Japanese anime and manga publishers
- Reference point for anglophone countries regarding marketing and advertising strategies, and give creative direction and verification
- Various other game marketing-related project tasks, depending on skill set and preferences

About CTW.inc

Founded in 2013, CTW is one of the world's largest browser game companies. Our primary service is the G123 IP game platform — which publishes video games based on famous Japanese IP.

We've been experiencing steady growth in revenue in the past few years as our player base has expanded to over 1 billion users worldwide.

We must grow quickly to keep up with market demand.

Our CEO founded and named this company with the aspiration to "Change the World." Having achieved a NASDAQ listing in August 2025, we continue to pursue new challenges and create opportunities for our team members to grow their careers alongside the company's continued expansion.

Our core values are:

- ambition
- drive
- simplicity

With global hits like Queen's Blade, Strike The Blood Daybreak, BLACK LAGOON Heaven's Shot and many more, we're looking to go from a market leader in Japan to an industry leader globally!

Required Skills

We offer

- Autonomy and ownership: you can be solely responsible for the web marketing of our game distributed on "G123"!
- Purpose-driven work: The chance to contribute to our growth in the the global video game industry, using cutting-edge technologies such as our internal AI ads tool
- Career advancement: We offer rapid promotions for those contributing to the international expansion
- Evolving responsibilities matching your personal skills to build your own path

Requirements

- Japanese: Professional Proficiency (JLPT N1, N2 or equivalent)
- Web marketing experience, especially in the video game industry (3 years or more)
- SEM advertising operation experience
- A strong understanding of ad serving and marketing in U.S. or Korea or Taiwan
- Ability to write compelling and creative content in English and Japanese
- Passionate gamer with knowledge of video game terminology and language (RPGs)
- Knowledge of Japanese otaku culture
- Ability to adapt to a fast-paced, multicultural environment where growth and change are constant
- Flexibility, ability to deal with uncertainty and prioritize tasks

Good to have

- Fluency in other languages
- Marketing promotion experience
- Writing press releases / copywriting (in English) experience
- Japan-related experience

Salary: 8M ~ 12M JPY/year base pay (depending on skills and experience), bonus once a year based on company and individual performance

Benefits

- Visa sponsorship
- Modern office space in the heart of Tokyo, with views of Tokyo Tower and Mount Fuji
- Industry-leading work-life harmony: overtime is rare and discouraged
- Commute expenses covered
- 30,000 yen rent support if you live within 2 stops of the nearest station
- Health insurance
- Diverse & international environment

Interview process: *subject to change depending on situation

Document Screening → First interview → Final interview with Team Manager → Offer

Company Description

CTWについて

CTWには20カ国のメンバーが在籍。世界中のお客様が活用するITサービスを創るため、世界中から人材が集まり、事業を推進しています。

変化への挑戦を恐れない。
各分野のスペシャリストが集い、徹底的な効率化によりグローバルでの競争力をもち、成長を続けます。

About Us

We are a passionate team of experts harnessing the latest advancements in cloud-native technologies to innovate our business. CTW's growing tech team is dedicated to delivering AI-driven industry-changing solutions that optimize our marketing, user acquisition, and game platform stability.