



## Digital communication specialist

スイスの人気時計ブランド Swatch

### Job Information

**Hiring Company**

The Swatch Group (Japan) KK

**Job ID**

1456286

**Industry**

Apparel, Fashion

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Chuo-ku

**Train Description**

Ginza Line, Ginza Station

**Salary**

Negotiable, based on experience ~ 6 million yen

**Work Hours**

7時間30分(フレックスタイム制。コアタイム11:00 -15:00) 休憩時間:60分(12:30 -13:30)

**Holidays**

休日・休暇:完全週休2日制(土・日・祝日)\*2020年度年間休日124日

**Refreshed**

April 29th, 2026 07:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**Background**

Breguet ranks amongst the top luxury watch brands worldwide. Breguet is known for its history with historical customers such as Marie-Antoinette or Napoleon, for its innovation having

invented the tourbillon more than 200 years ago and still going forward with new inventions and for its craftsmanship with beautiful guilloché dials in the Classic collection as well as contemporary designs such as Marine collection or Queen of Naples.

Japan is a key strategic market for the brand and has room to grow even more. Breguet Japan has a network of 4 directly operated boutiques and 26 retailers.

### **Background for hiring**

This is a newly created position. Japan has a strong need to develop digital media strategy but also all kind of digital tools.

The brand has no e-commerce nor Japan managed SNS yet, but e-commerce is a development axis in the future years.

### **Job Overview**

The digital communication specialist is the key person to set up a digital media plan, in accordance with brand communication plan and also making better use of the CRM tool.

65%: Digital communication, digital PR.

25%: Implement and promote digital solutions within the team (BTQ LINE Works and act as administrator), Breguet Intranet management.

10%: Retail and wholesale events help (teamwork).

### **Responsibilities**

#### Regarding digital communication:

Lead digital Japan communication plan (ad, tie-ups, placement)  
Set SEO / SEM strategy as well as the related budget  
Liaise with relevant bloggers, YouTubers etc to work on visibility, include in media plan with help of marketing manager.  
Spread the notoriety and desirability of the brand via online media  
Lead and drive traffic to our retail BTQs via digital actions  
Monitor what's happening on SNS (we do have our own SNS platform in Japan and it is not planned yet to have one). Find groups of watch enthusiastic, work with marketing team and BTQ to see how to get them in the brand.  
Find ways to have best free / natural coverage in SNS  
Liaise with HQ digital team for actions and website analysis.

#### Regarding digital solutions:

Lead digital Japan communication plan (ad, tie-ups, placement)  
Work with BTQ staff and the office team for digital transformation (way of work, use of digital tools, change the mind-set, management of the Japan brand intranet)  
Study the implementation of "LINE Works" for BTQs and act as an administrator.

#### Retail and Wholesale events help:

Ad hoc help with the rest of the team to setup events for sales networks.

### **Organizational relationships; stakeholders**

Direct reporting to Breguet Marketing and Communication Manager  
Internal stakeholders: BTQ managers, Wholesale team, Marketing team, HQ digital team (CRM and digital).  
External: Medias, journalists, media agencies.  
No direct staff reports

### **雇用形態**

正社員(試用期間3か月。その間の給与・待遇に変わりはありません。)

### **年収**

年俸:~600万円程度(12分割にて毎月支給)

\*上記を目安に、前職年収をもとに経験・能力により決定いたします。

残業代:支給別途支給

### **勤務地**

東京都中央区銀座7-9-18ニコラス・G・ハイエックセンター

### **勤務時間**

7時間30分(フレックスタイム制。コアタイム11:00 -15:00)

休憩時間:60分(12:30 -13:30)

### **休日・休暇**

完全週休2日制(土・日・祝日)\*2020年度年間休日124日

夏季休暇3日(6月~9月の間に連続して取得)、年末年始休暇(12月30日~1月3日)、

慶弔休暇、療養休暇(最大20日)

有給休暇:入社日に最大15日(入社月により日数は異なります。)

### **手当/福利厚生**

- ・通勤費:会社が認める合理的・経済的な経路に基づく6か月通勤定期代
- ・各種社会保険完備(健康保険、厚生年金保険、雇用保険、労災保険)
- ・確定拠出年金制度(退職金制度)
- ・長期障害所得補償保険(GLTD)、海外旅行傷害保険(海外出張時に付保)
- ・自己啓発支援制度(語学、e-learning、通信教育、資格取得奨励金)
- ・社員割引販売制度

## Required Skills

### **Key competencies**

Ability to conduct projects with adaptability  
Planning and organization  
Good team-worker/relationship building  
Communicating and influencing  
Consumer oriented point of view to ensure quality user experience  
Optimistic and Enthusiastic

### **Requirement (Experience, Knowledge, and skills)**

Strong knowledge of digital media  
Comfortable with all digital tools and platforms  
Data-based monitoring and reporting  
English: Business level in both writing & speaking, as close and smooth communication with brand HQ is required.  
Experience or strong interest in watchmaking is a plus

### **選考プロセス**

※書類選考から内定まで1~2週間程度を目安に実施  
書類選考→1次面接 → 2次面接→最終面接→適性検査→内定  
人事ー事業本部長ー スイス HQとのWeb面接ー 受検 15 分

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## Company Description