



## Senior Digital Marketing

### Job Information

**Recruiter**

[Cornerstone Recruitment Japan K.K.](#)

**Hiring Company**

Global Internet game platformer

**Job ID**

1457538

**Industry**

Gaming

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Minato-ku

**Salary**

Negotiable, based on experience

**Refreshed**

May 14th, 2024 04:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Native

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**[JOB RESPONSIBILITIES]**

- 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

**[REQUIREMENTS]**

## Mandatory:

- English : Native Proficiency
- 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

## Desirable:

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

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**Company Description**