

International Game Promotion Strategist

Exclusive job

Global Anime IP: Lead, Innovate, Thrive!

Job Information

Hiring Company
CTW, Inc.

Job ID
1469739

Division
マーケティング事業部

Industry
Gaming

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Minato-ku

Train Description
Toei Mita Line, Shibakoen Station

Salary
5 million yen ~ 8 million yen

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

Holidays
土日休み

Refreshed
November 5th, 2026 07:00

General Requirements

Minimum Experience Level
Over 3 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 pivotal member of our team, you will spearhead the promotion of anime-based IP games to the global market.

The role
Collaborating with the Game Planning and Operations Department and Web Advertising Team, you will be responsible for the following:

- **Procurement of Influential Media in Key Overseas Markets (North America, Korea, Taiwan):**
  Identify and acquire media outlets with significant impact in target markets for effective promotion.
- **Strategic Social Media Management Aligned with Game-Specific Targets:**
  Devise and implement social media strategies tailored to the audience of each game.
- **Engagement of Influencers and Talents (Including Video Production and Commercial Planning):**
  Collaborate with influencers and talents for content creation, including videos and commercial campaigns.
- **Direction of PR Materials (Trailers, Illustrations, Copy):**
  Oversee the creative direction of promotional materials, including trailers, illustrations, and copywriting.
- **Creation and Distribution of Press Releases:**
  Develop and disseminate compelling press releases to enhance our brand presence.
- **Planning Presentations to IP Holders:**
  Develop and present strategic plans to IP holders, ensuring alignment with our global promotional initiatives.

About CTW.inc
Founded in 2013, CTW is Japan's No.1 browser game company. 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 exploded to over 100 million 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." As a fast-growing startup, we hope our team will drive themselves to try new things and accelerate their careers to match the rapid expansion of the company.

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!

Interview process: *subject to change depending on situation

Document Screening → First interview (English) → Assignment in-office or remote → Final interview with Team Manager (Japanese)→ Offer

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

- Promotion experience in the entertainment industry
- Japanese: Business Proficiency (JLPT N1, N2 or equivalent)

Good to have

- Web marketing experience, especially in the video game industry (1 year or more)
- SEM advertising operation experience
- Seasoned in SNS management
- Proven track record in game promotion (SNS-based campaigns/TVCM/online and offline experience/community building, etc.)
- Proficient in operational advertising
- Experienced in promotion of IP titles
- Regular exposure to anime and video games

Salary: 5M ~ 8M 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

Company Description