



(FAST GROWING STARTUP) Digital Marketing Executive

Young and energetic team

Job Information

Hiring Company

EBC Tech Limited

Subsidiary

EBC Financial Group

Job ID

1473025

Industry

Other (Banking and Financial Services)

Job Type

Permanent Full-time

Location

Japan

Salary

2.5 million yen ~ Negotiable, based on experience

Refreshed

May 7th, 2024 01:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Fluent (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Other Language

Chinese (Mandarin) - Basic

Good command of Chinese: advantage but not required.

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

About the company

EBC Financial Group, headquartered in London, UK, offers global financial investment, asset management and financial consulting. Upholding trust, respect, and integrity as our core values, we currently operate in major financial hubs worldwide, including Cyprus, Sydney, Singapore, Tokyo, Kuala Lumpur, Hong Kong, Bangkok, and others.

Since our establishment in 2020, we have seen rapid growth and we are looking for Marketing Executive based in Japan. The right candidate will have the opportunity to work with experienced professionals and be part of a dynamic and innovative team. Join us on our mission to create value for our clients and become a trusted partner in the global financial market.

Responsibilities

A successful candidate will be responsible, but not limited to:

- Plan and manage the social media calendars, manages, and optimises social content accounts, output and online ad, and grow social media communities across the digital channels and platforms.
- Use Google Analytics and other platforms and software to methodically track, analyse and optimize performance of marketing channels, making and implementing recommendations to ensure success.
- Ensure the organisation visibility and reputation on social media by recruiting and interacting with celebrities, KOL and influencers to establish partnerships.
- Translate English articles to Japanese in right tone of voice for the Japanese audience.
- Work closely with agencies and teammates to ensure the digital marketing objectives and strategies are communicated and aligned.
- Ensures work product complies with company policies and procedures, privacy standards and legal requirements.
- Perform other duties that may be assigned.

Requirements

- Hold an undergraduate or postgraduate degree from a reputable university either in Japan or a foreign country.
- Have entrepreneurial mindset to build new business from the scratch.
- Ability to perform logical and critical thinking skills, as well as framework thinking skills at sufficient level.
- Interest in current and evolving trends and its application in digital technologies.
- Minimum 1 year of relevant working experience in Marketing. Candidates with less experience or fresh graduates will be also considered.
- Ability to work under minimum supervision.
- Experience of translation between English and Japanese in financial industry preferred.
- Experience with Google Analytics, social media analytics and ranking methods also preferred.
- Ability to work with colleagues in different parts of world.
- Demonstratable ability to write creatively for various audiences from technical information.
- Strong organisation skills and attention to detail.
- Ability to use existing technology to achieve desired results.
- Able to manage multi-tasks simultaneously.
- Fluent English (CEFR – C1 or above) and native level Japanese are required.
- Uphold and practise our value – trust, respect, and integrity.

Notes for candidates:

If you are successful, you will sign the service agreement with our Hong Kong office. You are required to file relevant income and residential taxes and settle them by yourself.

If you live in Japan, you will work in office. If you have a reason to work from home, we are open to discuss.

Company Description