



【Marketing Senior Manager】 米国発・DX免税電子化ツールPIE VAT

Job Information

Hiring Company

Pie Systems Japan K.K.

Job ID

1508185

Industry

Internet, Web Services

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 8 million yen

Refreshed

May 1st, 2025 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Company

Pie Systems is building a platform to support, build, and expand tourism through a digital approach, starting with the \$70B+ tax-free shopping industry globally. Our mission is “**Empowering local partners, globally. Delighting global tourists, Locally**”. We seek to empower local partners and global tourists with data, analytics, and marketing to help grow sales and spend by tourists at local establishments including retail shops, restaurants, hotels, etc. The tourist-facing Pie VAT app enables more touch points with tourists as they are abroad, encouraging easy exploration, discovery, and shopping. For store partners, our tax-free platform is digital, efficient, and free to use.

We're a global, VC-backed startup working at the intersection of fintech, retail, and travel. Our core product, Pie VAT is a frictionless digital solution for the \$70b tax-free shopping. We are a remote-first distributed team across the US, Europe, and Asia (hubs in San Francisco, Copenhagen, and Tokyo). Among our thousands of store partners are some of the best-known brands and retailers in the industry.

As Pie's growth accelerates and our product continues to delight users, we're looking for incredible people to help us achieve

our ultimate vision of creating the best tourism experience. Our product-first focus allows for features and decisions to be led by a customer-centric mindset. We're analytical and ambitious - willing to do whatever it takes to empower our teams, and bring as much value as possible to our customers.

Job brief :

As a member of our team, you will have a crucial role in expanding our user base by using advanced marketing techniques to attract tourists to Japan. Your responsibilities will also include acquiring partner stores.

You will :

- Marketing Strategy
 - Develop and execute a comprehensive marketing strategy for both online and offline that aligns with the company's goals for user acquisition and revenue growth in the tourism sector.
 - Develop strategies to target and engage different tourist demographics effectively.
- Brand Management
 - Ensure a consistent and compelling brand presence in all marketing efforts. Work to build brand awareness and equity within the tourism industry.
 - Lead the creation of attractive content and assets for brand awareness and to enhance engagement.
- Performance Analytics
 - Monitor and analyze the performance of marketing initiatives.
 - Use data to make informed decisions and drive continuous improvement.
- Contents Marketing
 - Optimize SEO and digital content. Ensure our website and content rank highly in search engine results pages (SERPs) for relevant keywords. Implement SEO best practices to increase organic traffic.
 - Lead the development and implementation of marketing campaigns, including digital, social media, print, and events.
- Partnerships and Alliances
 - Establish and nurture partnerships with other tourism-related businesses, travel agencies, and relevant organizations to expand our reach and enhance our offerings.
- Field Marketing
 - Drive brand awareness through our tax-free counters and partner stores.

Employment Type: Full Time

Work location: Hybrid, Tokyo/Osaka, Japan

Required Skills**You have:**

- Bachelor's or Master's degree in Marketing, Business, Digital Marketing, or a related field.
- Proven experience in Marketing and User acquisition, preferably in Fintech, Travel or Tourism industry.
- Experience and Knowledge of SEO and SEM optimization
- Basic understanding of HTML, CSS, and Javascript
- Strong analytical skills and proficiency in Digital Marketing tools and platforms.
- A data-driven mindset with the ability to interpret and act on performance metrics.
- Excellent communication and teamwork skills.
- Fluency in Japanese and English (both written and spoken).
- Experience in field marketing is a plus.
- Knowledge of Japanese culture, travel destinations, and tourism trends is a plus.
- Ability to quickly prioritize and assign tasks
- Excellent leadership and project management skills

Company Description