

MichaelPage

www.michaelpage.co.jp

Social Media Coordinator (5-7M)

Social Media Coordinator (5-7M)

Job Information

Recruiter

Michael Page

Job ID

1542042

Industry

Other (Advertising, PR, Media)

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 8 million yen

Salary Commission

Commission paid on top of indicated salary.

Refreshed

May 21st, 2025 10:13

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Take the lead in creating, managing, and executing social media content that drives audience engagement. Work closely with marketing and media teams to align digital campaigns with broader brand goals.

Client Details

This is an exciting opportunity to join a well-established and forward-thinking organization known for its strategic marketing approach and high-quality media production. The company promotes a collaborative work culture, strong cross-departmental communication, and innovation in digital content.

Description

- Plan, create, and publish engaging content across major social media platforms
- Collaborate with media producers to deliver high-quality multimedia assets (videos, graphics, etc.)
- Craft engaging and brand-consistent copy for posts and campaigns
- Support the development and execution of the social media strategy
- Manage a content calendar to ensure consistent, timely posting
- Monitor trends, competitors, and relevant industry news
- Actively engage with followers, respond to comments/messages professionally
- Build relationships with key community stakeholders and influencers
- Track social media KPIs and analyze performance data
- Coordinate with marketing to align social strategy with larger initiatives
- Gather insights from internal departments to reflect their activities through SNS
- Suggest improvements and strategies based on data and user engagement

Job Offer

- A creative role with strategic influence on brand direction
- Opportunity to collaborate with skilled media and marketing professionals
- Exposure to both local and global audiences through digital campaigns
- A collaborative environment that encourages innovation and cross-functional learning
- The chance to grow your career in a company that values social media as a core part of its brand strategy

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

Required Skills

- Holds a degree in Marketing, Communications, Digital Media, or a related field
- Has hands-on experience managing brand social accounts, including strategy and content development
- Strong writing skills with an eye for engaging, brand-aligned messaging
- Proficient in creating/editing images and videos (e.g., Adobe Creative Suite or Canva)
- Comfortable managing multiple projects and working cross-functionally
- Bilingual in English and Japanese

Company Description

This is an exciting opportunity to join a well-established and forward-thinking organization known for its strategic marketing approach and high-quality media production. The company promotes a collaborative work culture, strong cross-departmental communication, and innovation in digital content.