

**MichaelPage**

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## CRM Specialist

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1542562

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 7 million yen

**Refreshed**

May 27th, 2025 15:49

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

The CRM Specialist will utilize customer data, market research, trend analysis, etc., to uncover areas for enhancing customer experience. They will leverage the latest technologies and trends related to enhancing customer experience within the brand.

#### Client Details

Our client is a highly popular fragrance and skincare brand which is beloved around the world. They highlight wellness and sustainability with high quality products.

#### Description

- Leverage customer data, market research, trend analysis, etc., to uncover areas for enhancing customer experience.
- Be responsible for CDP utilization, LINE strategy & operational enhancement for loyalty program upgrades.
- Conduct quantitative and qualitative analyses to determine project success.
- Share project plans, progress, challenges, and achievements with relevant departments.
- Create materials and support workshops to share successful cases.
- Spearhead strategic initiatives to elevate the customer experience across all brands.

#### Job Offer

- Hybrid work environment.
- Flextime available.
- International work environment.
- Career growth opportunities.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

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## Required Skills

- Proven practical experience in CRM/CX within a B2C industry.
  - Project management experience specifically focused on enhancing customer experience.
  - Knowledge and experience with digital marketing tools such as CDP, LINE, and CRM.
  - Fluent in Japanese and Business level English.
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## Company Description

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