

MichaelPage

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Social Media Coordinator (5-6M)

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Job Information

Recruiter

Michael Page

Job ID

1543324

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 6 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

June 2nd, 2025 18:02

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

Manage and grow the company's presence across social media platforms through creative content and community engagement. Collaborate with internal teams to align digital communication with brand and business goals.

Client Details

Our client is a well-established and forward-thinking organization with a strong brand presence in Japan and beyond. With a focus on innovation, storytelling, and audience engagement, the company offers a creative, inclusive, and collaborative culture that encourages fresh ideas and cross-functional collaboration. Ideal for individuals passionate about digital storytelling and making a tangible impact through social media.

Description

- Create, schedule, and publish original and visually engaging content across major social platforms.
- Collaborate with media production to deliver high-quality multimedia content including videos and graphics.
- Write compelling social media copy that aligns with brand voice and values.
- Develop and manage a consistent content calendar aligned with marketing objectives.
- Monitor trends, competitors, and industry news to keep content relevant and fresh.
- Engage with followers by responding to comments, DMs, and mentions in a timely, professional manner.
- Build relationships with online communities, influencers, and stakeholders to boost engagement.
- Track and analyze social media KPIs, reporting performance and providing actionable insights.
- Partner with internal departments to gather stories and create cross-functional content that reflects organizational activity.

Job Offer

- Opportunity to take ownership of a brand's social media direction and strategy.
- A highly collaborative and creative environment with supportive leadership.
- Exposure to cross-functional teams, from marketing and communications to media production.
- Bilingual workplace that values both local and global perspectives.
- Tokyo-based role with a flexible, hybrid work style.

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 social media for a brand, including strategy and content creation.
- Strong writing and communication skills in both English and Japanese.
- Comfortable creating/editing multimedia content using tools such as Canva or Adobe Creative Suite.
- Able to manage multiple projects and collaborate across departments.
- Creative, proactive, and trend-aware with a passion for social media.

Company Description

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