

MichaelPage

www.michaelpage.co.jp

Commerce Media Lead - 9M

Commerce Media Lead - 9M

Job Information

Recruiter

[Michael Page](#)

Job ID

1549994

Industry

Other

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 9 million yen

Salary Commission

Commission paid on top of indicated salary.

Refreshed

July 10th, 2025 14:57

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

- Lead performance marketing and digital activation for major eCommerce platforms in Japan.
- Optimize ROI through data-driven strategy, content development and cross-functional collaboration.

Client Details

Our client is a globally recognized consumer goods company with a strong presence in Japan. Committed to digital innovation and customer-centric solutions, they offer a dynamic work environment where creativity, performance and collaboration are valued. This is a brand with a strong purpose, focused on delivering high-quality products and improving lives.

Description

- Lead digital marketing efforts across eCommerce marketplaces such as Amazon, Rakuten, and Yahoo.
- Develop and optimize advertising campaigns and budget allocation to improve ROI.
- Manage reporting for traffic, conversion rates, customer spend, and ad performance.
- Partner with marketplace account managers to meet revenue and performance goals.
- Launch exclusive product campaigns and improve product page execution.
- Execute non-paid initiatives like SEO and on-site content optimization.
- Monitor site analytics and run UI/UX quality checks.
- Collaborate with demand planning and logistics to ensure fulfillment efficiency.
- Analyze consumer feedback to enhance the overall digital shopping experience.

Job Offer

- Opportunity to work with top online retailers and lead marketplace strategy.
- Autonomy in a high-impact, visible role within a global organization.
- Development in digital marketing, analytics, and cross-functional leadership.
- A collaborative and innovation-driven workplace culture.
- Exposure to both local and global best practices in eCommerce.

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

- Minimum 3 years of experience in eCommerce or online marketplace business.
- Strong knowledge of digital commerce ecosystems and performance marketing.
- Highly analytical with the ability to interpret data and take swift action.
- Skilled at project management in fast-paced environments.
- Proficient in Google Analytics, marketing automation tools, and Microsoft Office.
- Native-level Japanese and business-level English required.
- Self-starter with strong cross-functional collaboration skills.
- Experience with full-funnel digital strategies and marketplace platforms.

Company Description

Our client is a globally recognized consumer goods company with a strong presence in Japan. Committed to digital innovation and customer-centric solutions, they offer a dynamic work environment where creativity, performance, and collaboration are valued. This is a brand with a strong purpose, focused on delivering high-quality products and improving lives.