

MichaelPage

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Social Media Specialist (5-7M)

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Job Information

Recruiter

Michael Page

Job ID

1552314

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 ~ 7 million yen

Refreshed

July 18th, 2025 17:46

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

- Develop and execute social media strategies aimed at increasing brand awareness, engaging the audience, and boosting sales.
- You will be responsible for driving social media campaigns, managing online communities, and executing influencer marketing initiatives.

Client Details

The company is a renowned global leader in the beauty industry, known for its wide range of high-quality products. Joining this team means being part of a creative, dynamic and cutting-edge environment that drives innovation in beauty and digital communication.

Description

- Develop and implement social media strategies, with monthly reviews and updates.
- Build and maintain the company's social media presence.
- Analyze consumer insights and anticipate trends to create strong digital strategies.
- Collect and analyze social media trends to optimize campaigns.
- Perform social listening and manage online communities to foster engagement.
- Lead influencer marketing initiatives to enhance brand awareness and customer interaction

Job Offer

- Permanent, full-time position in a global industry leader.
- Opportunity to work in an innovative and creative environment.
- Competitive salary and benefits.
- Exposure to global marketing strategies in a dynamic industry.

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

- Expertise in digital communication, media, and advertising.
- Strong knowledge of integrated communication and consumer campaign planning.
- Understanding of brand equity and consumer profiling.
- Proven track record in interactive digital marketing.
- In-depth knowledge of online consumer behaviors (both men and women).
- Ability to collaborate with cross-functional teams effectively.
- Experience in project management.
- Proficiency in English.

Company Description

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