

MichaelPage

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Performance Marketing Manager

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Job Information

Recruiter

Michael Page

Job ID

1553492

Industry

Digital Marketing

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 9 million yen

Refreshed

July 30th, 2025 13:05

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

The Performance Marketing Manager will lead digital campaigns and strategies to drive growth and optimize marketing performance. This role requires expertise in data-driven decision-making and a strong understanding of digital marketing channels.

Client Details

Our client is a global leader in the online space, with a massive user base across the continents. The company combines bold innovation with a strong focus on inclusivity, brand marketing, and performance at scale. Their team operates at the intersection of tech, culture, and lifestyle - building products that have a real impact.

Description

- Develop and implement performance marketing strategies to achieve business objectives.
- Manage and optimize paid media campaigns across multiple digital platforms.
- Analyze campaign performance data to identify trends and actionable insights.
- Collaborate with internal teams to align marketing strategies with business goals.
- Oversee the allocation and optimization of marketing budgets for maximum ROI.
- Monitor industry trends to ensure campaigns stay competitive and innovative.

- Generate detailed reports and presentations on campaign performance for stakeholders.
- Lead A/B testing initiatives to improve campaign effectiveness.

Job Offer

- Comprehensive benefits package, including base salary, RSU, and performance-based bonus.
- Opportunity to relocate to work overseas.
- Highly flexible working environment and working mode.
- Exposure to cutting-edge marketing tools and strategies.
- Engaging work environment in a prime Tokyo location.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ryan Li on +813 6832 8902.

Required Skills

You should have:

- A strong background in digital marketing, particularly in performance-based campaigns.
 - Fluency in both English and Japanese is necessary.
 - Proven experience managing paid media on platforms.
 - Proficiency in analytics tools like Google Analytics and other performance tracking systems.
 - Excellent communication skills to present data-driven insights to stakeholders.
 - Ability to work collaboratively across teams and departments.
 - A results-oriented mindset with a focus on achieving measurable outcomes.
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Company Description

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