



Social CRM Operator - Social Media Specialist (LINE App)

Job Information

Recruiter

[Cornerstone Recruitment Japan K.K.](#)

Job ID

1556173

Industry

Digital Marketing

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Contract

Location

Tokyo - 23 Wards

Salary

4 million yen ~ 5.5 million yen

Work Hours

Regular working hours, flexible arrangement

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General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

We are a global advertising agency that helps brands build meaningful relationships with people by blending data, creativity, and technology. With offices worldwide, we specialize in digital marketing, CRM, and social-driven strategies that connect brands and customers in lasting ways.

Now, we're looking for a CRM & Social Media Specialist who is passionate about social media marketing and excited to use LINE as a key CRM tool to drive engagement for global and Japanese clients. This is an opportunity to work in a truly international team where you'll use both Japanese and English daily.

Why Join Us?

Be at the frontline of social x CRM marketing with LINE and other platforms
Work with global clients and international teams in a bilingual environment
Gain experience in cutting-edge marketing technology and strategy
Enjoy a supportive, creative, and collaborative culture

Location: Aoyama-itchome, Tokyo

Employment: Contract employee (with potential growth opportunities)

Salary: Competitive, based on experience

Working Style: Flexible discretionary work system

Benefits: Health insurance, company facilities, savings plans, paid holidays, special leave, parental/volunteer leave, and more

What You'll Do

- Manage daily/weekly CRM communications using LINE and other platforms
- Execute campaigns (message setup, segmentation, A/B testing, delivery)
- Build and maintain KPI dashboards and reports, providing insights and recommendations
- Monitor user behavior and engagement trends with client and in-house tools
- Collaborate with account, creative, and data teams to deliver high-quality campaigns
- Support integrated projects with analysis, content coordination, and reporting

Required Skills

What We're Looking For

Must Have:

- Passion for social media marketing, CRM, and customer engagement
- 1–3 years' experience in digital marketing, social media, or CRM coordination
- Strong attention to detail and ability to manage timelines & reporting
- Basic knowledge of data/KPI tracking (Excel or similar)
- Team player with strong communication skills
- Japanese (native) + English (business-level, client-facing)

Nice to Have:

- Experience with LINE Official Account Manager, Salesforce Marketing Cloud, or similar CRM tools
- Knowledge of socialxCRM, lead generation, or segmentation strategies
- Skills in Google Data Studio, Tableau, or Excel Pivot for reporting

Company Description