

MichaelPage

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Social Media Specialist (7-8M)

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Job Information

Recruiter

Michael Page

Job ID

1556573

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

August 29th, 2025 15:24

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Entry Level

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Manage and grow the brand's social media presence across key platforms by creating engaging, localized content and driving community engagement. Use data insights to optimize performance and ensure the brand connects meaningfully with its audience in Japan.

Client Details

This company is a world-renowned lifestyle and energy brand known for its bold, innovative marketing and cultural impact across sports, music, and entertainment. They offer an inclusive workplace that supports creativity and global collaboration, perfect for those passionate about digital storytelling and brand culture.

Description

- Oversee and manage the publishing calendar and social channels in Japan, including Instagram, TikTok, X, YouTube, and Twitch.

- Analyze performance data to optimize content scheduling and enhance consumer journeys.
- Build and nurture online communities through targeted engagement and initiatives.
- Curate a mix of local and global content to maintain year-round audience interaction.
- Develop social-first content concepts tailored for the Japanese market.
- Collaborate with internal and external teams to produce platform-specific content and maximize reach.
- Work closely with marketing leadership to align social strategies with overall business goals.

Job Offer

- Competitive annual salary between ¥7,000,000 and ¥8,500,000, including overtime and bonus.
- Hybrid work arrangement: Tokyo office with 2 remote days per week.
- Full social insurance and employee benefits, including discounts and event access.
- Opportunities for career growth and development in a globally connected company.
- Access to exclusive global content, tools, and a diverse, international team culture.

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

- Fluent in English and Japanese, preferably with native-level Japanese proficiency (N1).
- Proven track record managing engaging and successful social media accounts.
- Deep understanding of digital audience behavior and trends in Japan.
- Passionate about brand storytelling with a strong digital and cultural awareness.
- Experience in content editing and production for social platforms is a plus.
- Collaborative, proactive, and trend-focused with strong strategic thinking skills.

Company Description

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