



## E-commerce Specialist A global marketing agency

クリエイティブ/土日祝休み/残業少/スタートアップ/英語を活かせる/外資系企業

### Job Information

#### Hiring Company

WPIC Technology Japan G.K.

#### Job ID

1561637

#### Industry

Digital Marketing

#### Company Type

Small/Medium Company (300 employees or less) - International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Minato-ku

#### Salary

5 million yen ~ 7 million yen

#### Work Hours

9:00am to 6:00pm

#### Refreshed

July 8th, 2026 00:00

### General Requirements

#### Minimum Experience Level

Over 3 years

#### Career Level

Mid Career

#### Minimum English Level

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

#### Minimum Japanese Level

Fluent

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

#### 【Who We Are】

WPIC Marketing + Technologies is a leading APAC e-commerce and technology consultancy. We help global brands succeed in Japan and Asia through data, analytics, e-commerce solutions, warehousing and logistics, and essential support services. With over 400 staff across 9 cities worldwide, we provide end-to-end market entry and growth solutions.

#### 【Job Description】

The E-commerce Specialist (Japan) combines strong research capabilities with hands-on e-commerce operations to support

our client teams. This role is responsible for conducting in-depth market, competitor, and consumer research to inform client strategy, while also executing initiatives that drive client sales, enhance customer experience, and optimize performance on online platforms such as Amazon, Rakuten, and Shopify.

The ideal candidate is naturally curious and comfortable digging into data and multiple sources to uncover insights, and is able to translate research findings into clear, actionable recommendations for overseas clients launching their brands in Japan - from conversion optimization and performance analysis to social media campaigns.

### 【 Main Responsibilities 】

- Conduct market, competitor, and consumer research to identify trends, risks, and opportunities in Japan's e-commerce landscape.
- Gather and synthesize data from multiple sources (platform analytics, industry reports, competitor stores, surveys) to support client strategy and decision-making.
- Monitor store operations and regularly propose and implement improvements based on research insights.
- Prepare weekly and monthly reports and manage KPIs such as sales, inventory, sales plans, profit, traffic, and CVR.
- Collect, analyze, and manage data such as site traffic and visitor behavior, then optimize the site based on insights.
- Oversee and coordinate work with outsourcing partners (e.g., agencies handling ads, creative, logistics).
- Work closely with internal teams, related departments, and headquarters to align on strategies and execution.
- Make sure all e-commerce operations follow company policies, internal procedures, and local legal requirements.
- Liaise with external vendors for any technical or operational support (e.g., platform maintenance, system updates), ensuring issues are resolved quickly and stores remain compliant with company standards.

### Required Skills

#### 【 Requirements 】

- 3+ years of hands-on experience in e-commerce operations, research, or a related analytical role
- Native or very fluent level of Japanese
- Strong research and analytical skills, with the ability to independently investigate market trends, competitors, and consumer behavior
- Strong knowledge of at least one major sales channel (e.g., Rakuten, Amazon)
- Proficiency in Excel/Google Sheets, with the ability to operate and manage data effectively
- Ability to read and understand written English (emails, reports, system interfaces)
- Ability to work proactively with an entrepreneurial mindset and strong understanding of startup environments
- Comfortable working with ambiguity and able to operate independently with minimal supervision

#### 【 Preferred Qualifications 】

- Experience conducting market research, desk research, or competitive intelligence (e.g., surveys, industry reports, syndicated research databases)
- Experience with digital advertising platforms (e.g., Meta Ads, Google Ads, Rakuten RPP/TDA, Amazon Ads)
- Experience in affiliate marketing or influencer collaborations (Rakuten Room, Instagram, etc.)
- Hands-on experience with data visualization tools (e.g., Tableau, Looker Studio, Plotly Dash)
- Knowledge of cross-border e-commerce operations (import/export processes, customs, taxation, IOR/MOR, etc.)
- Experience in budgeting, P&L management, and sales forecasting
- Strong copywriting or localization experience for Japanese product listings and ads

#### 【 Ideal Candidate Profile 】

- Highly curious and naturally inclined to dig deeper, ask questions, and validate information before drawing conclusions
- Strong analytical thinker with attention to detail, highly numerate, and able to optimize available resources
- Deep understanding of Japan's e-commerce ecosystem and social media landscape
- Comfortable working in a fast-paced environment and adaptable to change
- Able to manage multiple tasks by setting clear priorities
- Excellent project management and time management skills
- Self-driven, able to take initiative and deliver results without close supervision

#### 【 Work Conditions 】

- **Employment Type** : Full-time, permanent
- **Probation Period** : 6 months (fixed-term employment contract during probation period)
- **Location** : Tokyo, Japan (23 wards) — office-based with hybrid flexibility depending on business needs
- **Working Hours** : 9:00 AM – 6:00 PM (Flexible working hours system)
- **Holidays** : Saturdays & Sundays, Japanese National Holidays, Year-End/New Year Holidays, Labour Day (May 1), Obon holiday (one day in August)
- **Salary** : ¥ 5 ~ 7 million (Negotiable based on experience and skills)
- **Benefits** : Comprehensive social insurance (health insurance, pension, employment insurance, and workers' compensation), transportation allowance, and professional development and training opportunities.

### Company Description