



## 【世界9拠点】 Marketing Specialist

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**

1561707

**Industry**

Digital Marketing

**Company Type**

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

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Work Hours**

9:00am to 6:00pm

**Refreshed**

December 3rd, 2025 10:00

### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**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 Marketing Specialist in Japan is responsible for developing and executing data-driven marketing strategies that enhance

brand awareness, engagement, and sales across digital platforms. The role involves managing social media, paid advertising, affiliate programs, PR collaborations, and content initiatives to attract traffic and drive revenue growth. Working closely with internal teams and external agencies, the Marketing Specialist ensures that all marketing activities align with client goals, reflect the brand's identity in the Japanese market, and contribute to overall e-commerce performance.

#### **[Main Responsibilities]**

- **Marketing Strategy:** Develop and implement comprehensive marketing plans tailored to each client's objectives, leveraging data insights to optimize performance.
- **Digital Campaigns:** Plan, execute, and manage paid media campaigns primarily on Meta and Google, while exploring new opportunities on TikTok, X (Twitter), and Line; optimize performance through continuous testing and analysis.
- **Social Media & Content:** Oversee localized content creation and community management across platforms such as Meta, TikTok, X (Twitter), and Line; collaborate with designers, copywriters, and influencers to drive engagement and strengthen brand presence.
- **Influencer & Partnership Management:** Identify, negotiate, and manage relationships with influencers and strategic partners to maximize reach and campaign effectiveness.
- **Affiliate Marketing:** Develop and manage affiliate marketing initiatives to expand brand visibility and drive conversions through third-party collaborations.
- **Market Insights:** Conduct market and consumer research to identify trends, opportunities, and insights that inform strategic decisions.
- **Collaboration & Communication:** Work closely with internal teams and external agencies to plan and deliver marketing campaigns efficiently, ensuring timelines, budgets, and creative outputs meet client expectations.
- **Performance Analysis:** Track, measure, and report on campaign KPIs; provide actionable recommendations to drive continuous improvement.

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#### **Required Skills**

##### **[Required]**

- 1+ years of hands-on experience in digital marketing or brand management in Japan
- Strong understanding of major digital platforms (Meta, Google, TikTok, X (Twitter), Line)
- Experience planning and executing paid ad (Meta Ads, Google Ads, etc.) and influencer campaigns, with a focus on driving ROI and performance outcomes
- Proven ability to plan and manage social media and content initiatives, coordinating with designers, e-commerce specialists, and external partners to deliver high-performing campaigns
- Native or bilingual level of Japanese, and ability to understand written English (emails, reports, system interfaces)
- Proficiency in Excel/Google Sheets for data analysis and performance reporting

##### **[Preferred]**

- Background in e-commerce, consumer goods, or lifestyle brand marketing
- Experience driving traffic from social media to marketplaces or direct e-commerce websites (e.g., Shopify), with a focus on maximizing ROAS and conversion performance
- Familiarity with affiliate marketing programs or partnership-driven campaigns
- Strong understanding of content localization and brand storytelling for Japanese audiences
- Hands-on experience with analytics or visualization tools

##### **[Ideal Candidate Profile]**

- Strategic and analytical marketer with a passion for performance-driven brand growth in Japan
- Deep understanding of local digital platforms, consumer behavior, and marketing trends
- Strong focus on ROI and ROAS, with the ability to interpret data and optimize campaigns based on insights
- Confident managing social, paid media, and influencer campaigns from strategy to execution
- Collaborative, agile, and proactive — able to deliver measurable results in an ambiguous and evolving environment

##### **[What You'll Gain]**

- Work directly with leading international brands and help them build successful strategies for the Japanese market
- Gain hands-on understanding of Japan's full e-commerce ecosystem — including operations on Rakuten, Amazon, and Shopify
- Experience a high level of independence and ownership in campaign execution, with the flexibility to test and implement your own ideas (as long as ROAS stays on target)
- Collaborate with WPIC's global teams and learn best practices from other APAC markets
- Build practical, cross-functional expertise that connects marketing strategy with real e-commerce performance

##### **[Work Conditions]**

- **Employment type:** Full-time, permanent
- **Location:** Tokyo 23 wards (office-based, with potential for partial remote work)
- **Working hours:** 9:00 am – 6:00 pm (flexible time system)
- **Holidays:** Saturdays, Sundays, national holidays, year-end/New Year
- **Salary:** Negotiable (based on experience and skills)
- **Benefits:** Social insurance, company laptop, commuting expenses covered
- **Probation Period:** 6 months (employment will be under a fixed-term contract during this period)

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#### **Company Description**