

MichaelPage

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Digital Marketing Manager (8-9M)

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Job Information

Recruiter

Michael Page

Job ID

1562125

Industry

Advertising, PR

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 9 million yen

Salary Commission

Commission paid on top of indicated salary.

Refreshed

October 16th, 2025 16:11

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Drive e-commerce growth and digital engagement through integrated marketing strategies.

Manage key digital channels including paid media, CRM, social media, and the company website.

Client Details

Our client is a globally recognized premium lifestyle and travel brand with a strong legacy. The Japan office, located in Tokyo and continues to grow with a passionate and collaborative team. With a hybrid work setup (2 days WFH) and a modern, international culture, this is a rare opportunity to join a company that values both innovation and work-life balance.

Description

Develop and execute full-funnel digital marketing strategies to support e-commerce growth.

Lead and optimize paid media campaigns (Google, Meta, LINE, etc.) with agency support.

Manage CRM programs to boost customer loyalty, retention, and database growth.

Oversee and grow the brand's social media presence, including influencer collaboration.

Optimize the company's B2C website for user experience and conversion.

Collaborate with global/regional teams on innovation, analytics, and AI-powered tools.

Job Offer

Hybrid work style (2 days WFH per week).

Opportunity to work in a global, multicultural team.

Key role in shaping digital growth strategy in the Japan market.

International exposure and collaboration across regions.

Free access to company resort stays (employee benefit).

Clear career growth opportunities and professional development support.

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

5+ years of hands-on digital marketing experience, ideally in tourism, hospitality, or retail, FMCG.

Skilled in paid media strategy and performance marketing.

Proficient in CRM, e-commerce platforms, and analytics tools (GA4, Looker Studio, Power BI).

Strong project management capabilities with a proactive mindset.

Fluent in Japanese (native or advanced) and English (business level).

Culturally agile, analytical, and comfortable in a dynamic, international environment.

Company Description

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