



Head of Marketing | 米国発・DX免税電子化ツール「PIE VAT」 | 英語を活かせる | リモートメイン

◆ 外資系Travel tech Company ◆ マーケティングご経験者を募集！

Job Information

Hiring Company

Pie Systems Japan K.K.

Job ID

1562656

Industry

Internet, Web Services

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Train Description

Ginza Line, Ginza Station

Salary

10 million yen ~ 12 million yen

Refreshed

November 19th, 2025 13:00

General Requirements

Minimum Experience Level

Over 3 years

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

Job brief :

As a member of our team, you will have a crucial role in expanding our user base by using advanced marketing techniques to attract tourists to Japan. Your responsibilities will also include acquiring partner stores.

Key Responsibilities

1. Strategy & Execution

- Build and execute a comprehensive, end-to-end marketing strategy aligned with company goals for growth, user acquisition, and partner expansion.
- Take full ownership from concept to execution — including digital, content, and field marketing initiatives.
- Be comfortable rolling up your sleeves to make things happen quickly and effectively by leveraging any AI tools.

2. Brand & Content

- Strengthen Pie's brand presence and storytelling in the Japanese market.
- Create engaging and high-performing digital and social content (SEO, SNS, owned media).
- Localize global narratives to resonate with Japanese audiences while maintaining brand consistency.

3. Data & Insights

- Analyze campaign performance, user data, and market trends to drive data-informed decision-making.
- Continuously improve ROI through testing, iteration, and optimization.

4. Partnerships & Growth

- Identify and build strategic collaborations with Retail, Travel, and Inbound-related businesses.
- Leverage partnerships to scale user engagement and brand visibility.

5. Internal Collaboration

- Work closely with global teams and the Japan leadership team to align strategies and share insights.
- Communicate effectively in English for weekly meetings and cross-functional projects with global teams.
- Be able to visualize and articulate ideas clearly across cultures and teams.

You Are:

- A self-starter who thrives in building things from zero.
- Comfortable in fast-paced, multi-tasking environments.
- Able to think logically and structure complex challenges into actionable steps.
- Hands-on, creative, and strategic — capable of both “thinking big” and “getting it done.”
- Someone who can turn ideas into tangible outputs and explain them clearly to others.

Location

Tokyo, Japan (Full-time): Remote Hybrid

Required Skills

Requirements

- 5+ years of experience in one or more of the following domains: Digital Marketing, Content Marketing, or Social Media Marketing.
- Proven success in planning and executing full-cycle marketing campaigns — not just managing agencies.
- Strong analytical mindset and experience with digital tools (Google Analytics, SEO, SNS Ads, etc.).
- Native Japanese with strong communication and writing skills.
- Business-level English (Global team meetings 1–2 times per week; frequent text communication; documentation in English).
- Bachelor's or Master's degree in Marketing, Business, or related field.
- Leadership experience in a startup or cross-functional team environment.
- Experience in Fintech, Travel, or Retail industries is plus.

Company Description