



Performance Marketing / マーケティングスペシャリスト /

Job Information

Recruiter

[en world Japan K.K](#)

Job ID

1571310

Industry

Other (Distribution, Retail, Logistics)

Company Type

International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

5 million yen ~ 7.5 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Salary Commission

Commission paid on top of indicated salary.

Refreshed

March 31st, 2026 15:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Business Level

Other Language

Korean - Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

We are a fast-growing technology-driven company, expanding in Japan with a new food delivery service. Backed by a global Fortune 150 tech leader, we combine advanced logistics and cutting-edge technology to deliver fast, reliable, and customer-focused experiences.

Role Overview

Lead data-driven marketing campaigns to acquire new customers and maximize lifetime value for our food delivery brand. This is a strategic role where you will manage all user acquisition channels in-house, optimize campaigns, and shape our growth in Japan.

Key Responsibilities

- Manage and optimize UA channels (search, social, display, affiliates) directly, without external agencies
- Plan and execute branding campaigns (TV, CTV) and measure effectiveness
- Monitor KPIs (CPA, ROAS, CVR) daily and weekly, identify bottlenecks, and extract actionable insights
- Conduct A/B testing to improve creatives, targeting, and messaging
- Manage marketing budgets and allocate investments based on CPA/ROAS targets
- Collaborate with design and creative teams to produce effective ad creatives
- Utilize advertising platforms (Google Ads, Meta Ads, TikTok) and BI tools (Tableau, Adriel)

Why Join Us?

- **Language Advantage:** 韓国語を活かせる環境 / Korean language skills welcome
- **Global Environment:** 多文化・グローバルな職場 / Work with international teams
- **Hybrid Work Style:** ハイブリッド勤務（オフィス+リモート） / Flexible work arrangement
- **Career Growth:** 急成長中の企業でキャリアアップ / Opportunities for advancement
- **Impact:** 新ブランドの立ち上げに携わる / Be part of a market expansion project

Required Skills

- 3+ years in web/app performance marketing
 - Strong KPI and ROI focus
 - Hands-on experience with Google Ads, Meta Ads, TikTok
 - Analytical and collaborative skills
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- ウェブ/アプリのパフォーマンスマーケティング経験3年以上
 - KPI・ROIに基づくPDCA実行力
 - Google Ads、Meta Ads、TikTokの運用経験
 - データ分析力と協働スキル
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- / 3
 - KPI ROI PDCA
 - Google Ads, Meta Ads, TikTok
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Company Description