



## 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**

July 7th, 2026 00:00

### 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

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**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**