



【800～1000万円】 Digital Marketing Manager Salomon Japan

アメアスポーツジャパン株式会社での募集です。 WEBマーケティングのご経験のあ...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

アメアスポーツジャパン株式会社

Job ID

1571650

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Work Hours

09:30 ~ 18:15

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 年間休...

Refreshed

January 22nd, 2026 15:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2351576】

The Digital Marketing Manager is responsible for developing and executing the digital marketing strategy for the Amer Sports portfolio in Japan. This role leads the planning and implementation of digital services digital campaigns and content development aligned with brand positioning. The manager works closely with Brand Managers the CRM team and the MarCom team to centralize consumer data and strengthen consumer relationship management. In addition the Digital Marketing Manager partners closely with the E commerce Manager to ensure digital content effectively

drives qualified traffic to the online store while prioritizing the creation of inspiring digital experiences that position Salomon as the brand of choice for both outdoor enthusiasts and fashion conscious consumers.

Digital Project Program Management

Research initiate and manage high level digital programs contents across brands and categories ensuring timely execution ahead of key seasonal milestones.

Lead the development of consumer driven digital concepts transforming ideas into impactful market ready initiatives.

Coordinate cross functional project teams to ensure programs campaigns deliver strong consumer value and commercial impact.

Digital Marketing Web CRM Execution

Oversee the planning and execution of web CRM and all the digital communication activities to enhance consumer engagement and strengthen loyalty.

Support e commerce by ensuring digital content and campaigns drive qualified traffic and contribute to online conversion goals.

Lead initiatives to grow S/PLUS membership through targeted digital programs and consumer journeys.

Partner cross functionally to design and manage CRM initiatives including membership growth loyalty programs newsletter and consumer research.

Tools Insights and Digital Operations

Implement and enforce digital channel policies and standards to ensure consistency and excellence across all touchpoints.

Drive the achievement of digital performance objectives including revenue contribution digital channel share and brand visibility.

Lead seasonal and monthly cross functional planning for digital commerce channels collaborating with merchandising supply chain customer service and consumer care teams.

Work closely with internal and external operations partners to maintain and enhance brand websites ensuring strong product presentation seamless navigation and effective storytelling based on local moment.

Partner with operational and content teams to support the development and maintenance of social media platforms (e.g. IG FB YouTube) ensuring alignment with brand direction and campaign narratives.

Required Skills

- 5+ years of creative product and/or service development in the area of Digital censoring and interfacing solutions
- 3+ years of management experience including direct reports in marketing or marketing related service functions
- Bachelor's Degree required

Company Description

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