



【800～1000万円】DTC Digital Marketing Manager

ラルフローレン合同会社での募集です。販売促進（SP）のご経験のある方は歓迎で…

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

ラルフローレン合同会社

Job ID

1573658

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 ~ 18:30

Holidays

【有給休暇】初年度 11日 4か月目から ※試用期間満了後の付与となります。 【休日】完全週休二日制 土日 祝日 年末年始 ...

Refreshed

February 19th, 2026 04:00

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 NJB2289515】

Job Purpose

Based within the Marketing team the Digital Marketing Manager will manage planning and execution of full funnel media strategies focused on DTC performance. You will collaborate with our overall branding and marketing strategies. Leveraging our global and seasonal campaign plans you will create a full funnel digital plan to power marketing and ecommerce KPIs. Your main internal partner will be our Ecommerce ("Digital Commerce") team's Performance Marketing Manager. You will

work with digital marketing agencies and partners such as Google LINE/YAHOO Meta and with our adtech partners. You must be skilled in driving Performance Marketing KPIs such as Traffic CVR CTR ROI ROAS etc and full understanding of tools such as PMAX Demand Generation Google Shopping SEM SEO and leverage social media such as LINE Instagram Facebook etc to drive traffic and conversion on our ecommerce site. You must also understand how to drive qualitative marketing KPIs (Awareness Consideration PI) through quantitative metrics such as frequency reach and viewability. This position gets to drive digital innovation and make impactful contributions to our marketing activity from Day One. You will be empowered to create and proposal new ideas and take ownership in high profile projects. You'll be working closely not just with the Japan Marketing and Ecommerce team but also with more teams in Japan Hong Kong New York and Paris in an environment of friendly skilled and motivated professionals. This is a hands on role where you will be doing the work. This position is not for a manager who needs to rely on the team to do the work.

Key Responsibilities include but are not limited to:

- SEO and SEM analysis planning and operational guidance.
- Digital research keyword research competitor tracking.
- Digital display media and paid social advertising for both prospecting and retargeting.
- Set up trafficking and reporting of marketing and ecommerce display campaigns.
- Creative and content planning
- Manage search engine traffic acquisition marketing strategy (thru agency) to achieve business targets ensuring that activities are delivered in a timely and accurate manner
- Inter department communication and coordination.
- Analyze and report on marketing and media performance.
- Optimize advertising and communication based on performance results.
- Constantly provide strategy and input to optimize traffic and conversion on the site.

Required Skills

Qualifications:

- 7+ years of digital marketing and performance marketing experience
- Detailed working knowledge of Paid Search Display Media Paid Social and SEO.
- Solid project management skills and ability to juggle multiple initiatives at one time.
- Strong analytical and critical thinking skills.
- B2C experience required
- Agency experience or experience managing agency relationship.
- Experience with 3PAS Programmatic Media and other adtech.
- Retail experience in fashion or apparel is a plus.
- English: Business level. Japanese: Business level.

Company Description

ラルフ ローレンブランドの婦人服・紳士服・子供服、雑貨等のリテール販売・ホールセール（卸）・ライセンス事業・Eコマース事業・飲食事業