



Ecommerce Marketing Specialist – Japan

Job Information

Hiring Company

Unicity Japan, K.K.

Job ID

1575149

Industry

Food and Beverage

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

February 9th, 2026 00:00

General Requirements

Minimum Experience Level

Over 6 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 Description & Position Highlights»

- Developing and executing comprehensive marketing strategies for brands, PR, events, and e-commerce targeting the Japanese market
- The rewarding opportunity to directly contribute to business growth and brand value enhancement through digital initiatives and online sales expansion
- Gain leadership experience by managing the marketing team and collaborating with global and APAC stakeholders
- Enjoy autonomy in digital and online initiatives, enabling a work style that leverages the latest marketing techniques

[Job Responsibilities]

We are seeking an experienced Marketing Manager to lead Unicity Japan's marketing function across brand, product, events, PR and ecommerce.

This role plays a critical leadership position in modernising Japan's marketing approach, with a strong focus on digital engagement and online sales growth.

You will manage a local team, collaborate closely with global and APAC stakeholders, and work cross-functionally to drive measurable commercial impact.

<Brand, PR and Digital Media>

- Develop and execute integrated marketing and PR strategies aligned with global brand direction.
- Plan and distribute press releases and manage media-related initiatives.
- Oversee content planning and execution across official digital channels, including YouTube and Instagram.
- Plan and operate online broadcasting initiatives such as live streaming, webinars and product launches.
- Manage and optimise corporate website content to support brand visibility and digital conversion.
- Plan and execute social contribution and CSR initiatives.

<Events and Brand Engagement>

- Plan and execute large-scale corporate, brand and customer-facing events.
- Manage incentive programs and brand-related engagement initiatives.
- Oversee event budgeting, vendor sourcing, hotel negotiations and contract management.
- Integrate digital and online elements to extend the reach and impact of offline events.

<Product and Marketing Strategy>

- Lead go-to-market planning for new product launches and product renewals.
- Support new product development initiatives in collaboration with global and regional teams.
- Develop product positioning, messaging and promotional strategies.
- Plan and deliver product training programs for internal teams and partners.
- Oversee development of marketing assets including catalogues, leaflets and videos.
- Conduct market and consumer research to inform product and campaign decisions.
- Coordinate with external agencies and production partners on promotional content.

<ecommerce and Digital Growth>

- Lead and strengthen Japan's ecommerce and digital marketing strategy in alignment with global direction.
- Drive traffic, engagement and conversion across online platforms.
- Optimise digital campaigns, content and user journeys to support online sales.
- Analyse digital performance metrics and translate insights into actionable improvements.
- Collaborate with IT, Sales and Global Marketing teams on platform enhancements and digital initiatives.
- Identify opportunities to modernise and scale Japan's digital and ecommerce capabilities.

<Leadership and Collaboration>

- Manage and develop a team of three marketing specialists across PR, Events and Product Marketing.
- Work closely with Sales, Operations and Global Marketing teams.
- Serve as a key marketing partner to Japan leadership and APAC stakeholders.

■Why Join Unicity :

At Unicity, you will be part of a global organisation committed to improving lives through better science, better systems and better execution. This role offers the opportunity to shape the future of Unicity Japan's marketing capabilities, influence digital transformation and make a tangible impact on business growth.

■About Unicity :

At Unicity, we are driven by a singular mission — Make Life Better.

Through science-based innovation, clinical research and global collaboration, we develop products and platforms that empower people to take control of their health and quality of life.

With operations in more than 60 countries and regions, Unicity combines global expertise with strong local execution. As our business continues to grow in Japan, we are strengthening our marketing capabilities to better support brand growth, customer engagement and digital commerce.

[Employment Type]

Permanent employee

[Salary]

Based on experience and skill level

[Working Hours]

In accordance with company regulations

[Work Location]

In accordance with company regulations

[Holidays & Leave]

In accordance with company regulations

[Benefits & Welfare]

In accordance with company regulations

Required Skills

[Qualifications]

- 5-7 years of progressive marketing experience.
- Business-level English proficiency.
- Proven people management experience.

[Preferred Attributes]

- Experience in consumer goods, health, wellness or nutrition-related industries.
- Broad marketing experience across PR, events, product and digital marketing.
- Hands-on experience with ecommerce, digital marketing or online sales growth.
- Strong commercial mind-set with the ability to balance brand building and execution.

Company Description