



【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

1578802

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

April 30th, 2026 02:00

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】

■Outline

The Digital Brand Communication Manager is responsible for leading Salomon Japan's digital brand communication across all consumer touchpoints.

This role focuses on social media editorial leadership brand storytelling digital content creation and the development of localized brand guidelines to ensure consistent expression of Salomon's brand identity.

The position works closely with Brand Managers Digital/E commerce CRM and MarCom teams to plan and execute digital communications that enhance brand awareness and strengthen consumer engagement.

In addition the Digital Brand Communication Manager partners closely with the E commerce Manager to ensure cohesive digital brand expression and to deliver awareness driven communications that naturally contribute to increased visitation across online touchpoints.

Responsibilities

Digital Project Program Management

- Research initiate and manage digital brand communication programs and content ensuring timely execution ahead of key seasonal milestones.
- Lead the development of brand driven digital concepts transforming ideas into impactful initiatives that strengthen consumer engagement.
- Coordinate cross functional project teams to ensure programs and campaigns deliver strong consumer value and are aligned with brand direction.

Digital Communication Social Content Execution

- Lead the planning and execution of digital brand communications including social media digital content creation and storytelling across key consumer touchpoints.
- Develop compelling digital content that enhances brand desirability and supports consumer consideration while ensuring consistency in tone messaging and creative expression.
- Collaborate closely with the E commerce team to ensure aligned brand communication and to support inspiring and cohesive digital experiences across online touchpoints.
- Work cross functionally to deliver clear brand aligned messaging across digital channels including newsletters while CRM strategy and membership growth remain owned by the CRM/E commerce teams.

Tools Insights and Digital Operations

- Implement and enforce digital brand communication guidelines and standards to ensure consistency and excellence across all touchpoints.
- Monitor and report on key communication and creative performance indicators to strengthen brand visibility audience engagement and content effectiveness.
- Collaborate with internal and external partners to maintain consistent brand storytelling and visual expression across digital platforms.
- Support the development and governance of social media platforms (e.g. IG FB YouTube) ensuring alignment with brand direction and campaign narratives.

KPI

Brand Communication Reach

- Growth in digital reach and impressions across social media and other brand communication channels.
- Improvement in engagement metrics (e.g. engagement rate video completion saves shares) .

Content Quality Creative Consistency

- Quality and consistency of creative expression across digital channels (tone messaging visual standards) .
- On time delivery and brand standard quality of campaign and always on content.
- Adherence to localized brand guidelines and creative standards.

Communication Effectiveness

- CTR of brand communication assets (social content newsletters campaign creative) .
- CVR from brand driven traffic co owned with the E commerce

Manager to strengthen cross functional alignment and evaluate the effectiveness of digital communication.

Cross functional Collaboration Operational Excellence

- Effective collaboration with Brand E commerce CRM and MarCom teams.
- Stability and accuracy of the editorial calendar and communication planning.
- Consistent cohesive brand experience across key digital touchpoints.

Required Skills

- Marketing product development expertise in the area of Digital technology solutions and/or embedded electronics/censoring
- Strong understanding and expertise in user to product interfacing
- Strong instinct understanding of consumer desire behaviour and purchasing habits
- Basic understanding of Outdoor consumer motivations
- Project leadership experience in an international business
- 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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