



Understanding People

Digital Marketing Specialist / デジタルマーケ担当

Lead digital marketing strategy

Job Information

Recruiter

Specialized Group

Job ID

1581935

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

March 24th, 2026 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Luxury Brand Digital Marketing Specialist | Food & Beverage ラグジュアリーブランドデジタルマーケティングスペシャリスト

Our client, a luxury brand in the Food & Beverage industry, is seeking a Digital Marketer to enhance its online presence and engage affluent consumers. This role offers the opportunity to develop and execute digital marketing strategies that align with luxury branding and business objectives.

Key Responsibilities:

- Develop digital marketing strategies for luxury brand positioning
- Oversee social media channels and create engaging luxury content
- Manage Instagram and Line content calendars for brand promotion

- - Identify and manage relationships with luxury-aligned influencers
- - Monitor digital marketing performance and provide improvement insights
- - Create high-quality content reflecting brand elegance for social media
- - Send e-newsletters to inform customers about new launches and events

Qualifications:

- - Bachelor's degree in Marketing, Communications, or Digital Media
- - Proven experience in digital marketing within the luxury sector
- - Strong understanding of luxury consumer behavior and digital trends
- - Proficiency in digital marketing tools and platforms
- - Fluent in English
- - Experience with social media platforms like Instagram and Line
- - Experience with content creation and curation
- - Experience with influencer management
- - Familiarity with analytics tools like Google Analytics

Company Description