



E-Commerce Senior Manager – Japan / エコマース シニアマネージャー – 日本、東京

Exclusive job

世界的ブランドの日本におけるデジタル成長をリードする。

Job Information

Recruiter

Expert Executive Recruiters (EER Global)

Hiring Company

Expert Executive Recruiters

Job ID

1586335

Industry

Retail

Company Type

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

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Ginza Line, Omote Sando Station

Salary

11 million yen ~ 13 million yen

Work Hours

Mon - Fri

Refreshed

August 26th, 2026 19:54

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

E-Commerce Senior Manager – Japan

An international consumer brand is hiring an **E-commerce Senior Manager, Japan** to own and accelerate its online business across leading marketplaces and direct-to-consumer channels. The role sits within the Sales organization in Tokyo and is central to driving profitable digital growth in a complex, global matrix setup.

This position is ideal for a commercially driven **senior e-commerce leader** who enjoys end-to-end ownership of performance on platforms like Rakuten and Amazon, while building the future Brand.com (DTC) presence in Japan. The role combines full P&L responsibility, strategic planning, and hands-on execution together with local partners and international e-commerce teams.

Job Responsibilities:

- Own the full e-commerce business in Japan with primary responsibility for Rakuten and Amazon Japan, and future leadership of Brand.com (DTC).
- Translate global e-commerce objectives into clear local execution plans, including annual targets, forecasts, and long-term growth strategies.
- Hold full EC P&L ownership, ensuring profitable growth and alignment with global performance standards and governance.
- Lead assortment, merchandising, PDP optimization, content, ratings & reviews, and conversion-focused initiatives on key platforms.
- Own promotional planning and investment levels, including post-campaign ROI analysis and continuous optimization.
- Ensure strong operational execution across stock availability, logistics coordination, and marketplace/platform requirements.
- Build and manage weekly and monthly forecasts, proactively closing performance gaps when results are off track.
- Lead and manage local agencies and external partners (media, marketplace, affiliate) to deliver on growth and brand objectives.
- Drive planning and execution of Brand.com Japan in partnership with global DTC and technology teams.
- Participate in global planning cycles, business reviews, and strategy forums, sharing local insights and best practices.
- Build and lead a high-performing local e-commerce team, including internal resources and external partners.

If you're excited to drive brand growth and shape the future of business across Japan, we'd love to hear from you.

Required Skills

Requirements:

- MUST: Bachelor's degree in a relevant field (e.g., Business, Marketing, Economics) required.
- MUST: 8–10 years of senior e-commerce leadership with deep P&L responsibility and ownership of 1M USD+ (≈ ¥100M) budgets.
- MUST: Fluent in Japanese and English, with strong communication skills in a multinational environment.
- Proven end-to-end ownership of core e-commerce KPIs, including sales, ROAS/TACOS, margin, conversion, and stock health.
- Strong commercial and analytical judgment, including forecasting, ROI management, and performance recovery plans.
- Senior experience managing Amazon and/or Rakuten, with a deep understanding of marketplace operations and pricing.
- Experience operating within a matrix, global organization, collaborating with regional and international stakeholders.
- Background in luxury beauty within a global brand environment is preferred but not strictly required.

Company Description