



## Marketing (B2C app)

**Remote position/ Tech company**

### Job Information

**Recruiter**

PEAK Recruitment Japan K.K.

**Hiring Company**

A well known Tech company with a leading product/ App

**Job ID**

1586852

**Industry**

Software

**Company Type**

Small/Medium Company (300 employees or less)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 12 million yen

**Refreshed**

May 30th, 2026 16:00

### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Basic

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Technical/Vocational College

**Visa Status**

Permission to work in Japan required

### Job Description

**Overall Growth of B2C App Marketing**

- Execute marketing initiatives to drive growth for a B2C mobile application
- Develop a data-driven understanding of customers, identify challenges, and formulate marketing strategies through market and competitor research, customer interviews, and other methods
- Conduct growth hacking activities such as user acquisition and improvement of key metrics (including quantitative and qualitative analysis and campaign design)

**● KPI Design and Management**

- Create and update recurring reports
  - Organize metric fluctuations and prepare summaries
- Analyze data related to marketing initiatives
  - Analyze user acquisition, usage trends, and campaign performance
  - Extract and aggregate data using SQL and similar tools
- Create internal marketing materials
  - Visualize analysis results
  - Prepare reports and presentations using PowerPoint, Google Slides, etc.

Position Highlights.

- A role with significant autonomy to make proposals and decisions within the marketing domain
- The market is in a growth phase, with marketing serving as a key driver of business growth
- As a B2C app closely integrated into daily life, customer responses to initiatives can be observed quickly
- As the company is still relatively small and in a growth phase, you will have opportunities to work closely with senior management

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## Required Skills

Experience planning and executing B2C app marketing initiatives at an operating company or agency

- Hands-on experience in data analysis, marketing analysis, or related roles (approximately 1–3 years)
- Data processing skills using Excel or Google Sheets
- Experience extracting and aggregating data using SQL
- Basic English communication skills (ability to read internal documents and handle simple conversations and chats)

## Preferred Skills

- Experience using BI tools (e.g., Tableau, Looker)

Business-level proficiency in English and/or Chinese

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## Company Description