



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 2nd, 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

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

Company Description