# DTC Manager｜EC×CRMでブランド成長をリード

**D2C戦略でブランド成長を牽引する中核ポジション**

## Job Information

**Recruiter**
Cornerstone Recruitment Japan K.K.

**Job ID**
1589679

**Industry**
Retail

**Job Type**
Permanent Full-time

**Location**
Tokyo - 23 Wards

**Salary**
Negotiable, based on experience

**Refreshed**
November 19th, 2026 04:00

## General Requirements

**Minimum Experience Level**
Over 6 years

**Career Level**
Mid Career

**Minimum English Level**
Business Level

**Minimum Japanese Level**
Native Level

**Minimum Education Level**
Associate Degree/Diploma

**Visa Status**
Permission to work in Japan required

## Job Description

**DTC Manager**

**Overview**

We are seeking a DTC Manager to lead and grow a direct-to-consumer channel as a key revenue driver with strong brand alignment.

This role sits at the intersection of ecommerce, customer experience, retention, and commercial strategy, ensuring the channel operates efficiently while delivering a high-quality, cohesive brand journey.

Key Responsibilities

1. DTC Business Ownership & Commercial Performance

Own and drive DTC performance metrics including revenue, conversion rate, average order value, and customer lifetime

value across multiple markets
Lead forecasting, promotional planning, and overall merchandising strategy
Develop and manage the DTC calendar, including product launches, campaigns, and seasonal initiatives
Define the role of the DTC channel within a broader distribution ecosystem that includes wholesale and retail partners

1. Site Experience, UX & Conversion (CRO)

Manage the end-to-end ecommerce site experience
Identify and execute opportunities to improve conversion through site optimization (e.g., product pages, landing pages, navigation, bundling)
Lead testing strategies to enhance conversion and basket size
Partner with brand and creative teams to strengthen product storytelling and on-site education

1. Lifecycle, Retention & CRM

Own and execute CRM strategies across email and messaging channels
Design and optimize lifecycle programs (e.g., onboarding, post-purchase, replenishment, re-engagement)
Drive customer retention, repeat purchase behavior, and overall lifetime value
Develop and manage loyalty, referral, and community engagement initiatives

1. Merchandising & Offer Strategy

Define assortment strategy and product bundling approaches
Own onsite merchandising including homepage, category pages, and product prioritization
Develop promotional mechanics and incentives aligned with brand positioning
Ensure clear differentiation between direct and partner channels

1. Customer Experience & Operations

Oversee customer experience standards and service strategy
Improve post-purchase experience including delivery, packaging, and communication
Collaborate with logistics and fulfillment partners to ensure smooth operations
Identify and resolve pain points across the customer journey

1. Analytics, Reporting & Insights

Own performance tracking across ecommerce and CRM platforms
Monitor key metrics such as conversion, AOV, LTV, retention, and cohort behavior
Generate insights on customer behavior and campaign performance
Translate data into actionable strategies and business decisions

**Ideal Profile**

**Experience**

5+ years of experience in DTC, ecommerce, or digital-focused roles (experience in consumer or lifestyle sectors preferred)
Hands-on experience with ecommerce platforms, CRM tools, and conversion optimization
Proven track record in scaling premium or brand-driven DTC businesses
Business-level proficiency in English; additional language skills are a plus

**Skillset**

Strong commercial and marketing acumen
Deep understanding of customer journey and conversion levers
Ability to balance brand storytelling with performance-driven outcomes
Data-driven mindset with experience in analytics and reporting tools
Highly organized with strong execution capabilities

**Success Metrics**

Growth in DTC revenue
Improvement in conversion rate and average order value
Increase in customer lifetime value and repeat purchase rate
Contribution of CRM to overall revenue
Enhancement of site experience and customer satisfaction

## Company Description