



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

May 7th, 2026 00:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

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