



Digital Marketing Director

Lead all Digital in a global company

Job Information

Recruiter

[PEAK Recruitment Japan K.K.](#)

Hiring Company

A cosmetics company looking to expand regionally and globally

Job ID

1591619

Industry

Daily Necessities, Cosmetics

Company Type

Small/Medium Company (300 employees or less)

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

8 million yen ~ 10 million yen

Refreshed

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General Requirements

Minimum Experience Level

Over 6 years

Career Level

Executive

Minimum English Level

Daily Conversation

Minimum Japanese Level

Fluent

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

Expected Responsibilities

- Lead growth initiatives across the company's own e-commerce site and marketplace business, including digital advertising operations (web ads, social media ads, etc.), SEO, UI/UX improvements, and overall site growth strategy. This includes directing sales campaigns, special feature pages, and product detail pages, while executing initiatives and monitoring KPIs/performance metrics.

- Collaborate with internal and external stakeholders to propose advertising initiatives, design sales strategies, campaigns, and promotional activities. Manage the performance and progress of operational advertising and affiliate marketing efforts, including search ads, display ads, and social media advertising, while coordinating with agencies and tool vendors.
- Execute CRM and customer data-driven analysis and personalization strategies, optimize marketing initiatives (including LTV improvement measures), and oversee website improvements and content planning, including article production and copywriting direction.
- In the mid-to-long term, take ownership of the company's overall digital business strategy by working with internal and external marketing teams to build integrated digital marketing communication strategies. This includes everything from communication planning and customer experience to CRM strategy, performance measurement, and continuous improvement initiatives.

Qualifications/ Experience

- Hands-on experience operating and managing e-commerce websites, with the ability to independently coordinate internally and negotiate externally — not just managing agencies. Experience with owned media is particularly preferred.
- Experience planning and executing digital business promotions and advertising strategies by brand/product, including strategy development and operational planning across owned media and social media channels.
- Proven experience developing and executing integrated performance measurement methods and optimization initiatives to continuously improve ROI.
- Experience managing major programmatic advertising platforms such as Google Ads, Meta Ads, and Yahoo! Ads, as well as analytics tools such as Google Analytics.
- Experience running optimization cycles through creative and landing page A/B testing, either directly or through external agency/vendor management, and establishing best practices.
- Experience utilizing CRM strategies (customer retention, upselling, cross-selling, reactivation, etc.), including analysis, scenario planning, and customer nurturing initiatives.

Required Skills

- Experience developing marketing strategies, including segmentation, targeting, positioning, customer journey mapping, concept planning, and KPI design.
- Experience conducting market research and analyzing market/product trends to support brand and product strategy planning.
- Strong customer insight capabilities through data collection, processing, visualization, and analysis, including customer journey analysis, identifying core acquisition challenges, defining value propositions, and uncovering customer insights.
- Experience working with SQL, PHP, or related technologies.
- Knowledge of Japanese pharmaceutical and advertising regulations.
- Experience in subscription-based or repeat-purchase e-commerce businesses.

Company Description