



広報 Digital Marketing Specialist

三菱ふそうトラック・バス株式会社での募集です。 デジタルマーケティングのご経験...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

三菱ふそうトラック・バス株式会社

Job ID

1592390

Industry

Automobile and Parts

Company Type

International Company

Job Type

Permanent Full-time

Location

Kanagawa Prefecture

Salary

5 million yen ~ 9 million yen

Work Hours

08:00 ~ 17:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 1月 ~ 6月...

Refreshed

May 28th, 2026 09:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2380224】

■仕事内容 / Job Description

As a Marketing Specialist you will lead website analytics and support data driven decision making within the team. You will also play a key role in planning and customizing our digital presence to ensure colleagues across 170+ markets can effectively use the required tools and digital assets.

You will work closely with internal stakeholders regional teams and external vendors to ensure timely delivery of key

marketing materials. You will also manage the FUSO extranet and support content creation and paid advertising based on data insights.

Responsibilities

Website Analytics:

Lead FUSO website analytics and provide insights to improve traffic engagement and conversions.
Provide regular analytics reports to internal stakeholders.
Assist in management of FUSO/DTA websites content publishing of press releases etc.

Paid Advertising:

Lead regular paid advertising campaigns (Google AdWords Yahoo etc) to drive traffic to website and promote downstream products/services.
Work closely with internal stakeholders to formulate campaigns create banners etc.

Extranet/Websites:

Manage upload and organize new content proactively scope and present new ideas to improve channel experience for internal stakeholders and markets.
Communicate with agency/IT to handle system related issues.

Spending/General:

Handle beginning to end spending request processes for digital team.
Communicate with group controlling and procurement team to ensure compliance with Daimler Truck policy.
Submission of RFQ documents and related material for digital projects.
Communicate with vendors/internal stakeholder.

Social Media/Content Creation:

Assist in content creation contacting relevant departments within company to get approval/access arrange location and/video etc.
Assist SNS specialist in approval of content caption text editing etc.

■部署の紹介 / Department Introduction

Global Communications and Marketing Dept. consists of teams responsible for external communications (media communications) branding digital marketing corporate culture internal communications and marketing activation.

The Digital Communication team consists of a Manager a Social Media Digital Content Specialist a Web Digital Content Specialist and this position.

The team uses website analytics to support brand awareness and create customer touchpoints through digital channels such as social media websites and paid ads. It also manages the extranet to provide and maintain materials needed by teams in Japan and other countries.

In addition the team works closely with internal teams and external vendors to plan and run digital communication activities that support business opportunities.

Required Skills

Preferred Qualifications and Experience

Bachelor's degree in marketing or related field preferred.

Experience in website analytics and ability to derive actionable insights to improve traffic engagement and conversion

Experience in supporting data driven decision making across digital channels

Experience in managing or supporting paid advertising (e.g. Google Ads Yahoo)

Experience in managing websites social media channels or similar digital platforms

Experience in identifying target audiences and planning digital campaigns that engage inform and motivate.

Highly organized and detail oriented.

Up to date with the latest trends and best practices in online/digital marketing and measurement.

Personal Attitude

Detail details details. Critical eye analytical and data driven mindset.

Open minded collaborative and team oriented attitude.

Always looking for ways to refine systems/processes based on data and insights

Interest in design video and photography a plus.

Ability to think outside the box for solutions to complex challenges.

Able to communicate your ideas and inspire others to join your cause.

LANGUAGE

Japanese: Native English: Business

Company Description

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