



UA Manager (Japan)

Job Information

Hiring Company

Almedia GmbH

Job ID

1595435

Division

Growth

Industry

Internet, Web Services

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 14 million yen

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

June 15th, 2026 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

This isn't your regular job. Almedia is a place where those who want to push harder can accelerate their careers faster than anywhere else. We're aiming to become Germany's second bootstrapped unicorn. Almedia is already Europe's #3 fastest-growing company in 2025 (FT1000).

We are building the future of marketing by rewarding our community of over 70 million users for engaging with our advertisers' products. We are offering a new way to acquire users for the biggest companies in the world.

Japan UA Manager

Salary range: 67,000 - 80,000 Euro/annum

We're looking for a **Japan UA Manager** to lead our user acquisition efforts in this critical growth markets. This role is crucial for expanding our mobile app and gaming user base and driving profitability, requiring a strategic mindset, hands-on execution, and deep market expertise. You'll develop, execute, and optimize comprehensive UA strategies across diverse platforms, ensuring culturally relevant approaches for Japan.

What You'll Do

- **Strategic Market Ownership:** Develop and own the end-to-end user acquisition strategy for Japan, identifying key growth opportunities and market trends.
- **Multi-Channel Campaign Management:** Plan, execute, and meticulously analyze large-scale UA campaigns across relevant local networks, reward platforms, DSPs, Game Media, CTV and other relevant platforms like Google Ads, Unity, Moloco and more.
- **Data-Driven Optimization & Reporting:** Lead in-depth data analysis to optimize campaigns based on KPIs, refining targeting and bidding to maximize Roas. Regularly monitor, assess, and present comprehensive reports to stakeholders.
- **Localized Experimentation:** Drive continuous A/B testing and optimization of creatives, copy, and targeting, ensuring cultural relevance and maximum performance.
- **Cross-Functional Collaboration:** Partner closely with Creative, Product, Localization, Sales, and Data teams to align UA efforts with company goals and market-specific needs.
- **Partner Management:** Manage existing ad partner and agency relationships and identify new platforms and opportunities to enhance performance in Japan.
- **Market Intelligence:** Stay updated on the latest UA trends, mobile advertising technologies, and emerging platforms specific to the Japanese market.

Required Skills

What You'll Bring

- You have experience in project management, operations, user acquisition, business development or business strategy roles.
- You can lead and execute projects independently, ensuring they align with strategic objectives.
- Strong business acumen with a solid understanding of business operations, product development, and user acquisition.
- Excellent communication skills for collaborating across departments and with the leadership team.
- Analytical mindset: Able to extract insights from data and make strategic decisions based on business intelligence.
- Fluent in English & Japanese.

What Makes You a Great Fit

- You are passionate about researching projects, going deep into new stuff and starting to implement hands-on with cross-functional teams.
- You have a no job is too big or too small mindset. Do what it takes to get things done.
- You think strategically and understand how every decision impacts the broader business.
- You're a proactive problem-solver who anticipates challenges and navigates them independently.
- You approach your work with an **entrepreneurial mindset**, taking ownership of projects as if they were your own.

Why Almedia?

- **Scale With Almedia:** Have a real impact and grow alongside a startup that has been profitable from day one.
- **High-Growth Environment:** We encourage all staff to take ownership of projects and consistently raise the bar.
- **Do More, Get More:** Generous bonus scheme to ensure great, proactive work is valued

We believe in fostering talent, evaluating all skill levels during the hiring process, and providing a clear path for growth. Almedia is an equal opportunity employer. We embrace and celebrate diversity, and encourage individuals from all

backgrounds to apply.

Company Description