



## Digital Marketing Project Manager | Client Account Executive

**Hybrid WFH | Flex Time | Great Benefits**

### Job Information

**Hiring Company**

[Humble Bunny KK](#)

**Job ID**

1597104

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

4.5 million yen ~ 7.5 million yen

**Salary Bonuses**

Bonuses paid on top of indicated salary.

**Work Hours**

フレックスタイム制（コア勤務時間は、午前11時から午後4時までです。休憩1時間を除く勤務時間を前後に追加してください。）

**Holidays**

週休2日制

**Refreshed**

June 23rd, 2026 09:17

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent (Amount Used: English usage about 75%)

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**About the Role**

Humble Bunny is a digital marketing agency specializing in helping global brands successfully enter and scale in the Japanese market.

We challenge the conventional belief that “Japan is a difficult market” by combining deep cultural understanding with data-driven marketing frameworks such as **LocaRISE®**, **TrueCopy**, and **TrueVP** to build repeatable systems that generate sustained business results.

As a Project Manager, you will be responsible for end-to-end project delivery, including planning, execution, client communication, and cross-functional coordination. You will play a key role in ensuring both marketing performance and operational excellence across teams.

This role goes beyond traditional project management. You will operate across advertising, CRO, content, and localization, ensuring that all work is aligned toward measurable business outcomes.

If you would like to learn more about the company or get a better idea of what it would be like to work here after joining, please also take a look at the following link:

<https://bit.ly/hb-recruit-deck-jb>

## Key Responsibilities

### Project Management & Delivery

- Define, plan, and manage end-to-end project timelines
- Assign tasks and oversee progress across internal teams
- Coordinate designers, marketers, and developers
- Ensure high-quality delivery of all outputs

### Client Management (Account Responsibilities)

- Manage direct communication with clients
- Gather requirements and translate them into actionable briefs
- Present strategies, updates, and performance reports
- Align expectations and ensure smooth project execution

### Marketing Execution Coordination

- Support coordination of Google Ads and Meta Ads campaigns
- Oversee CRO initiatives including landing page optimization and A/B testing
- Coordinate SEO and content marketing initiatives
- Ensure consistency across all marketing activities

### Localization & Market Adaptation

- Support adaptation of global brand messaging for the Japanese market
- Ensure content aligns with Japanese consumer behavior and cultural context
- Adjust communication strategies for Japan-specific business practices

### What Makes This Role Unique

- Hybrid role combining project management and client-facing account responsibilities
- Exposure to integrated marketing across paid media, CRO, content, and localization
- Direct involvement in global brands entering the Japanese market
- High level of autonomy and ownership over project outcomes
- Clear career path toward Lead, Director, and Partner-level roles

### Location

- Shibuya, Tokyo (Hybrid work model)
- 3 days remote per week
- \*Subject to change
- \*Depending on overflow, performance, or other initiatives certain weeks may require more on-site days

### Compensation

Annual Salary: 4.5 Million ~ 7.3 Million Yen

- Performance-based salary increases and bonuses available
- Clear evaluation and promotion system in place

### Working Conditions

- Flexible working system (Core hours: 11:00 AM – 5:00 PM)
- Average working time: approx. 40 hours per week
- Hybrid work model (up to 3 days remote per week)
- Office location: Shibuya area, Tokyo
- Up to 2 months per year fully remote (nomad work option available)

### Holidays & Benefits

- Two-day weekend system (Saturday and Sunday)

- Paid leave (encouraged usage / effectively flexible system)
  - Side work permitted
  - Full social insurance coverage
  - Career development support programs
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## Required Skills

### Minimum Requirements

#### Project Management

- 2-3 years+ experience in managing projects
- Experience managing multiple stakeholders across complex projects
- Strong skills in scheduling, task management, and prioritization
- Proven ability to manage timelines and ensure on-time delivery
- Experience maintaining high-quality standards under deadlines

#### Digital Marketing

- 3-4 years+ experience in digital marketing (paid media, CRO, SEO, content marketing)
- Ability to structure and interpret marketing initiatives at a strategic level
- Hands on experience with marketing in a corporate setting

#### Communication

- Experience in client-facing roles and stakeholder management
- Strong communication skills across internal and external teams
- Clear, logical, and structured communication abilities

#### Business Skills

- Strong problem identification and solution development skills
- Analytical and structured thinking capability
- Ability to make independent decisions and execute effectively

#### Language Requirements

- English: Fluent to Native Level
- Japanese: Business Level to Fluent

#### Preferred Qualifications

- Hands-on experience with digital advertising (Google Ads / Meta Ads)
- Experience in CRO (landing page optimization and A/B testing)
- Experience in SEO or content marketing
- Marketing experience
- Experience communicating with clients in English and/or Japanese
- Experience in global brands or international agency environments
- JLPT N3 or better

#### Ideal Candidate Profile

- Ability to structure and manage complex, multi-layered projects
- Strong commitment to measurable marketing outcomes
- Comfortable taking ownership across both client and internal teams
- Able to balance speed with quality execution
- Proactive and independent problem solver

#### Application Notes

To help us evaluate your application more effectively, please include any relevant project documentation, case studies, or performance results that demonstrate your experience and impact.

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## Company Description