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
November 10th, 2026 07:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Fluent Level (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

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.

Company Description