



Understanding People

Digital App Marketing Specialist デジタルアプリマーケティングスペシャリスト

Leading financial media

Job Information

Recruiter

Specialized Group

Job ID

1603253

Industry

TV, Radio, Media

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 4th, 2026 00:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Digital App Marketing Specialist | Financial Media デジタルアプリマーケティングスペシャリスト | 金融メディア

当社クライアントである国内有数の金融ビジネス系メディア企業では、デジタルチームの拡大に伴い、デジタルアプリマーケティングのプロフェッショナルを募集しています。このポジションでは、主力モバイルアプリのユーザー獲得戦略の立案・実行を通じて、アプリストア最適化やデジタル広告運用のスキルを磨くことができます。

業務内容：

- Plan user acquisition strategies for flagship mobile app
- Manage app store optimization and digital ad operations
- Design CRM initiatives to drive retention and engagement
- Analyze user data to improve segmentation and LTV

- Set KPIs and run A/B tests for performance improvement
- Collaborate with cross-functional teams for integrated marketing strategies

応募資格：

- 2+ years BtoC marketing experience with mobile apps
- Native Japanese language proficiency
- Experience with digital ad campaigns (SNS, search) using PDCA cycle
- Experience using analytics tools for KPI design and data-driven improvements
- Experience with app store optimization (ASO)
- Experience in news media, content, or subscription-based apps is preferred but not mandatory

Company Description