

【840 ~ 1050万円】Deployment Manager Web E Commerce

ブリティッシュ・アメリカン・タバコ・ジャパン合同会社での募集です。 プロダクト...

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
ブリティッシュ・アメリカン・タバコ・ジャパン合同会社

Job ID
1603932

Industry
Specialized Import, Export

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
8 million yen ~ 10 million yen

Work Hours
09:30 ~ 18:00

Holidays
【有給休暇】有給休暇は入社後3ヶ月目から付与されます 初年度10日3ヶ月目から 【休日】完全週休二日制 土 日 祝日 年末年始...

Refreshed
October 15th, 2026 00:00

General Requirements

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2397519】
Lead BAT Japan's digital consumer experience. Drive website performance campaign activation and e commerce innovation while partnering with global and local teams to deliver best in class digital journeys.

About the Role:
BAT Japan is looking for a Deployment Manager ・ Web E Commerce to lead the delivery optimization and governance of

our consumer facing digital ecosystem. You'll own website operations campaign deployments content management and digital experience enhancements that drive consumer engagement and business growth across Japan.
Working with marketing CRM e commerce IT agency partners and global stakeholders you'll ensure our digital platforms deliver seamless compliant and high performing consumer experiences.

Your Responsibilities:
Lead web operations and digital experience delivery for the Japan market
Manage end to end deployment of websites landing pages and digital campaigns
Localize global campaigns and digital assets for Japanese consumers
Partner with cross functional teams to create seamless consumer journeys
Drive website optimization through analytics consumer insights and performance data
Oversee content governance compliance SEO and platform health
Manage agency and vendor partners to deliver high quality digital experiences
Identify opportunities to improve engagement conversion and overall website performance
Support digital governance risk management and incident resolution

Required Skills

What We're Looking For:
5+ years' experience in web management digital marketing e commerce consumer experience or a related field
Strong experience managing websites digital campaigns and online consumer journeys
Knowledge of CMS platforms（Adobe Experience Manager Magento or similar）
Experience with web analytics tools such as Google Analytics Adobe Analytics Power BI or Looker Studio
Strong project management and stakeholder management skills
Experience working with agencies and technology vendors
Fluent English and Japanese communication skills

Nice to Have:
Experience with SEO UX/UI CRO A/B testing and personalization
Basic knowledge of HTML CSS and JavaScript
Experience within a regulated industry
People leadership experience

Company Description

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