



【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

September 3rd, 2026 21:00

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

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

紙巻たばこ製品の輸入・販売およびマーケティング・販売促進活動