



Understanding People

Social Media Marketer ソーシャルメディアマーケター |

Shape a Global Consumer Brand

Job Information

Recruiter

Specialized Group

Job ID

1609621

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 27th, 2026 13:22

General Requirements

Minimum Experience Level

Over 3 years

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

Social Media Marketer | Social Media Marketing - Flexible hours, Paid leave

Overview

Our client is seeking a Social Media Marketer for a global coffeehouse chain known for its specialty coffee products and unique customer experience. This role offers the opportunity to lead social media strategies that boost brand engagement and loyalty through seasonal campaigns and integrated marketing communications. Benefits include flexible working hours, paid leave from day one, childcare and family care leave, and special paid leave for personal reasons.

Main responsibilities:

- Plan and execute social media campaigns for seasonal promotions.
- Managing official social media accounts across multiple platforms
- Analyze social media data to evaluate the effectiveness of campaigns.
- Coordinate with agencies and production vendors for content creation.

- Develop and update social media strategies based on trends and analysis.
- Manage project budgets related to social media marketing activities.
- Identify and mitigate brand risks on social media platforms.
- Lead social media marketing activities within integrated marketing communications.
- Create a detailed report on social media performance and insights.
- Report the results of social media marketing to relevant internal stakeholders.
- We will build a system to streamline the execution of social media strategies.
- Participate in cross-departmental marketing planning and strategic projects.

Requirements:

- Over 5 years of experience in social media marketing strategy planning and execution.
- Experience managing official social media accounts (Instagram, X, TikTok, Facebook, Threads)
- Proficiency in social media analytics and insight tools
- Project management skills related to campaign and vendor coordination.
- Experience in creating content and executing campaigns for seasonal promotions.
- Experience in analysis and hypothesis formulation using social listening tools.
- Presentation skills for reporting and interdepartmental coordination
- Basic PC skills including Word, Excel, and PowerPoint.
- Experience in B2C marketing in the FMCG or retail industry is desirable but not required.
- The ability to develop an integrated marketing communications (IMC) strategy is desirable but not required.
- Knowledge of digital marketing tools such as Facebook Ads Manager and TikTok Ads is desirable but not required.
- Strong trend awareness and the ability to quickly adapt social media strategies.

Employee benefits:

- Flexible working hours
- 119 days of paid leave per year
- Paid leave from the date of joining the company
- Childcare and family care leave
- Short-time working/short-day working system
- Special paid leave for illness or bereavement.

Company Description