



E Com Digital Marketing Specialist

外資スポーツブランドでの募集です。WEBコンサルタント（SEO・SEM・アド...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

外資スポーツブランド

Job ID

1613512

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Work Hours

09:30 ~ 18:15

Holidays

詳細は求人ご紹介時にご案内いたします。

Refreshed

September 17th, 2026 17:37

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2404807】

■募集要項

Due to the continued growth of Salomon's business and eCommerce in Japan we are looking for a Digital Performance Search Specialist to join our team.

This role will play a key part in accelerating eCommerce growth by maximizing lower funnel paid media performance while strengthening this brand visibility and discoverability across both traditional and emerging search environments.

The position will own performance driven media activities including SEM and Performance Max with a strong focus on driving qualified traffic conversion revenue and return on investment. At the same time the role will lead SEO and organic search initiatives and help build Salomon Japan's capabilities in emerging areas such as Generative Engine Optimization (GEO) and AI powered search.

Working closely with the Digital Marketing Manager responsible for upper and mid funnel media as well as E commerce Marketing CRM Merchandising and external partners this role will contribute to an integrated full funnel digital strategy that connects brand building activities with measurable business growth.

■業務概要

DRIVING E COMMERCE GROWTH THROUGH PERFORMANCE MARKETING

Own and optimize lower funnel paid media activities including SEM P Max and other performance driven channels with a strong focus on driving eCommerce traffic conversion and revenue.
Continuously analyze campaign and channel performance to identify opportunities to improve ROAS conversion efficiency and incremental business growth.
Translate eCommerce sales targets commercial priorities product launches and promotional plans into effective performance media strategies.
Identify and test new approaches to improve performance through audience keyword bidding creative and landing page optimization.
Manage external agencies and partners to ensure high quality execution continuous optimization and cost effectiveness.

STRENGTHENING SEO ORGANIC SEARCH

Develop and execute SEO initiatives to increase this brand organic search visibility qualified traffic and contribution to eCommerce growth.
Analyze keywords consumer search intent and organic search performance to identify opportunities across categories products and consumer journeys.
Work closely with E commerce Marketing content teams and external agencies to improve website and content performance from an SEO perspective.
Identify technical SEO opportunities and issues and drive improvements in collaboration with relevant internal teams and external partners.
Monitor organic search performance and translate insights into clear recommendations and actions.

BUILDING GEO AI SEARCH CAPABILITIES

Monitor the evolution of generative AI and AI powered search and assess its impact on how consumers discover and engage with brands and products.
Help build the brand Japan's approach to Generative Engine Optimization (GEO) and AI Search identifying opportunities to strengthen brand and product visibility across emerging search environments.
Analyze how this brand its products and relevant categories are represented and surfaced across AI powered search and generative AI platforms.
Identify opportunities to improve content product information and digital assets to strengthen visibility relevance and discoverability in AI driven search experiences.
Test and evaluate emerging tools methodologies and best practices related to GEO and AI Search and translate learnings into practical actions for the Japan business.
Share emerging search trends and insights with relevant teams to help evolve Salomon's broader digital strategy.

MANAGING DIGITAL INVESTMENT PERFORMANCE

Manage and monitor digital marketing budgets including performance media investment ensuring effective allocation in line with business priorities and sales targets.
Monitor spend forecast and performance throughout the year and proactively recommend budget reallocation based on business opportunities and performance.
Evaluate channel and campaign performance using relevant eCommerce and marketing KPIs and provide clear insights and recommendations for optimization.
Connect marketing performance with eCommerce outcomes to help maximize the business impact and efficiency of digital investment.
Provide regular performance reporting and communicate key insights opportunities and recommended actions to relevant stakeholders.

DRIVING AN INTEGRATED FULL FUNNEL APPROACH

Partner closely with the Digital Marketing Manager responsible for upper and mid funnel media to develop an integrated full funnel media approach connecting brand building activities with eCommerce performance and business outcomes.
Collaborate with Marketing E commerce CRM Merchandising and other cross functional teams to ensure digital activities are aligned with overall brand and commercial priorities.
Identify opportunities to connect paid media organic search content and other digital touchpoints to create a more effective consumer journey.
Collaborate with Global and regional Paid Media and SEO teams to exchange market trends performance insights assets learnings and best practices and apply relevant global and regional knowledge to strengthen digital performance in Japan.
Share Japan market performance insights and learnings with Global and regional teams to contribute to broader knowledge sharing and continuous improvement across markets.
Work collaboratively with internal teams agencies and external partners to drive execution and continuous improvement.

STAYING AHEAD OF DIGITAL SEARCH TRENDS

Monitor competitor activities consumer search behavior platform developments and broader digital marketing trends.
Stay up to date with developments across paid search SEO AI powered search and generative AI and identify opportunities relevant to Salomon Japan.

Proactively bring new ideas technologies and approaches into the organization and help translate them into business opportunities.

Required Skills

■必須スキル

Bachelor's degree or higher.

Hands on experience in digital performance marketing either on the agency or client side preferably within or supporting an eCommerce or retail business.

Proven experience managing and optimizing lower funnel paid media particularly SEM and P Max with a strong focus on driving eCommerce revenue and ROAS.

Experience working on SEO initiatives either directly or in collaboration with agencies with a good understanding of areas such as keyword and search intent analysis content optimization and organic search performance.

Experience managing digital marketing budgets and analyzing key performance metrics to make actionable recommendations on investment and optimization.

Strong analytical and problem solving skills with a commercial mindset and the ability to connect digital performance with broader business priorities.

Strong communication and stakeholder management skills with experience working effectively across internal teams agencies and external partners.

■歓迎スキル

Experience working on both the agency and client side with an understanding of both media execution and broader business priorities.

Knowledge of exposure to or strong interest in GEO AI Search and other emerging search technologies.

Experience using SEO search intelligence AI Search monitoring or digital performance analysis tools.

Experience working across paid and organic search and understanding how the two can work together to improve overall search performance.

Experience in eCommerce retail outdoor sports or fashion industries.

Experience working in an international or matrix organization.

Curiosity about emerging digital technologies and a willingness to experiment learn and build new capabilities.

■求める人物像

Strategic and commercial thinking

Strong analytical mindset

Performance and results orientation

Customer centric mentality

Curiosity and learning agility

Ability to translate insights into action

Strong communication and collaboration skills

Ownership and accountability

Attention to detail

Team spirit

■必要資格

Google Ads and relevant performance marketing platforms

Google Analytics 4

Google Search Console

General IT / PC skills

Microsoft Excel PowerPoint and Word

Experience with additional SEO analytics or AI Search tools is a plus

Company Description

ご紹介時にご案内いたします