GTM Strategy & Business Development Manager

High level of ownership and autonomy

Job Information

Recruiter
Build Plus K.K.

Hiring Company
E-commerce Company

Job ID
1615958

Industry
Other (Distribution, Retail, Logistics)

Company Type
Small/Medium Company (300 employees or less) - International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
15 million yen ~ Negotiable, based on experience

Salary Bonuses
Bonuses paid on top of indicated salary.

Refreshed
November 16th, 2026 01:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

A fast-growing global technology company in the e-commerce and marketplace space is looking for a Partnerships Manager to support the continued expansion of its business in Japan.

This role will play an important part in developing the company's seller and partner ecosystem, identifying high-potential businesses and creators, and helping them successfully grow their presence on the platform.

You will work closely with sellers, strategic partners, creators, and internal teams while taking ownership of initiatives spanning business development, category growth, partnerships, community engagement, and marketplace strategy.

[Key Responsibilities]

Seller & Partner Development

- Identify and acquire high-potential **sellers, businesses, creators, and strategic partners** for the platform.
- Develop outreach strategies using a combination of direct prospecting, social channels, industry networks, and offline activities.
- Build long-term relationships with key sellers and partners and help them expand their businesses through the platform.
- Act as a trusted business partner to sellers, providing guidance and identifying opportunities to improve their performance and growth.
- Maintain a strong understanding of both seller and customer needs and communicate relevant insights to internal product and business teams.

Category & Community Growth

- Develop initiatives that increase awareness, participation, and engagement within key marketplace categories.
- Work with creators, influencers, sellers, and other partners on campaigns designed to attract and engage new customers.
- Plan and execute platform-based initiatives and events tied to relevant products, trends, communities, and consumer interests.
- Help develop strong communities around priority categories and identify new opportunities for marketplace growth.

Strategy & Business Performance

- Use marketplace and business data to identify trends, opportunities, and areas for improvement.
- Contribute to category and Japan market strategies, establishing priorities and measuring the results of key initiatives.
- Independently lead strategic projects from planning through execution.
- Work cross-functionally with internal stakeholders to solve business challenges and support the continued growth of the marketplace.

[Qualifications]

- 6+ years of professional experience in a fast-paced, commercially focused or client-facing environment.
- Background may include business development, partnerships, strategy consulting, private equity, technology, marketplaces, or other high-growth businesses.
- Previous experience in a business development, account management, partnerships, or partner-facing role.
- Strong commercial judgment combined with the ability to develop strategy and execute initiatives independently.
- Comfortable working in a fast-moving environment where processes and priorities may still be evolving.
- Strong project management and problem-solving capabilities.
- Analytical mindset with experience using data to identify business insights and inform decisions.
- Ability to manage multiple stakeholders and take ownership of projects with limited supervision.
- Native-level Japanese and fluent English.
- Must be able to commute to the company's Tokyo office when required.

[Nice to Have]

- Experience working for a high-growth technology company, online marketplace, e-commerce business, or creator-focused platform.
- Existing relationships with sellers, creators, influencers, brands, or businesses relevant to consumer marketplace categories.
- Experience with online marketplaces from either the seller or buyer side.
- Interest in creator communities, consumer trends, collectibles, fashion, or other enthusiast-driven categories.
- Experience working with influencer or creator partnerships.
- Knowledge of SQL or similar data analysis tools is an advantage.

Company Description