

OMNI Senior Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Suitcase and Accessory Brand

Job ID
1618919

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
November 5th, 2026 01:00

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

The OMNI Sr. Manager is a senior leadership position responsible for driving the brand's digital business performance, CRM and client lifecycle strategy, and Client Service Center operations, while delivering a seamless and premium omnichannel client experience.

Key Responsibilities

1. E-Commerce Leadership & Performance Management
- Own the local e-commerce strategy, website merchandising, promotional calendar, and overall digital sales performance.
- Drive continuous optimization of web store UX/UI, customer journey, checkout conversion rates, and traffic acquisition.
- Partner with global digital teams to localize product launches, digital campaigns, and brand storytelling for the Japanese market.

2. CRM & Client Lifecycle Strategy
- Lead the local CRM strategy covering client acquisition, retention, and tiering.
- Utilize data analytics and segmentation to develop personalized omnichannel campaigns.

- Partner with retail leadership to develop a unified 360-degree view of clients and strengthen online-to-offline customer journeys.

3. Client Service Center Operations
- Oversee end-to-end Client Service Center operations across phone, email, chat, and digital inquiries.
- Establish and monitor service KPIs including CSAT, First Contact Resolution, and inquiry turnaround times.
- Collaborate with After-Sales Repair, Logistics, and Warehouse teams regarding online returns, warranty inquiries, delivery escalations, and lifelong guarantee requests.
- Manage complex and high-tier client escalations.

4. Team Management & Cross-Functional Alignment
- Lead, mentor, and develop a multidisciplinary team covering e-commerce, CRM, and customer support.
- Serve as a key liaison between the Japan office and global/regional teams including IT, Supply Chain, Digital, and Marketing.
- Support system integrations, inventory visibility, and omnichannel feature rollouts.

The position reports directly to the Managing Director with functional alignment to HQ Digital.
The position has 3 direct reports within a total team of 7.

Employee Benefits:
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Required Skills

- Minimum 8+ years of progressive experience in e-commerce management, CRM, digital marketing, or customer service leadership, preferably within luxury goods, premium retail, or fast-paced consumer brands.
- Proven track record of successfully managing digital P&Ls and leading multidisciplinary teams.
- Strong knowledge of e-commerce platforms, CMS, analytics tools such as Google Analytics, and major CRM infrastructure such as Salesforce.
- Strong commercial acumen with the ability to translate digital data and customer insights into actionable business strategies.
- Experience driving e-commerce performance, including UX/UI optimization, conversion improvement, traffic acquisition, website merchandising, and digital sales.
- Experience developing CRM/client lifecycle strategies covering acquisition, retention, segmentation, personalization, and omnichannel engagement.
- Strong leadership, communication, and stakeholder management capabilities.
- Client-first mindset with a strong commitment to premium/luxury service quality.
- Native or bilingual Japanese.
- Business-level English, written and spoken.
- Ability to collaborate effectively with local, regional, and global stakeholders.

Company Description

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