

Digital Marketing Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Watches Brand

Job ID
1621454

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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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

Responsible for defining, leading, and executing digital marketing and e-commerce strategies to increase brand awareness, customer engagement, and online revenue across digital channels and partner networks.
Drive commercial and digital performance through website optimization, full-funnel marketing campaigns, and seamless omnichannel customer experiences.

Key Responsibilities
1. E-Commerce Growth & Website Performance
- Own the day-to-day management of the e-commerce platform, including product catalog updates, merchandising, pricing accuracy, and stock availability.
- Monitor user journeys, site navigation, and checkout funnels to identify friction points and implement data-driven improvements to boost conversion rates and Average Order Value.
- Collaborate with global-local stakeholders and IT department to upgrade the brand digital experience.
- Plan and execute digital promotional campaigns, product drops, and exclusive online events in coordination with marketing, communication, and supply teams.
- Monitor e-commerce metrics (traffic, conversion, bounce rate, revenue, customer lifetime value) and prepare regular

performance reviews and forecasting reports.
- Explore, develop e-retailing opportunities in Japan, and optimize online sales.

2. Paid Search & Performance Marketing
- Oversee and optimize paid search performance across Google, Yahoo, and PMAX campaigns, with a core mandate to increase ROAS versus LY.
- Drive always-on social programmatic campaigns supporting e-commerce orchestrations.

3. Social Media & Content Strategy
- Define comprehensive social media management strategy including platform strategies, content architecture, and community approaches.
- Develop and execute high-impact, full-funnel social media campaigns for priority product and seasonal launches, across key global and local platforms (e.g., Instagram, Line, LinkedIn, X, YouTube) to strengthen brand positioning, increasing engagement and ROAS.
- Review the performance by tracking, analysing, and reporting to continuously refine strategy and maximize ROI.
- Oversee the content calendar, ensuring alignment with global brand guidelines, product launches, and local marketing campaigns. Review social media KPIs ensuring increase of engagement rate, reach, share of voice, follower growth.
- Cross-Functional Collaboration & Innovation
- Collaborate closely with PR, CRM, Retail, and Creative teams to ensure consistent messaging across all digital touchpoints.
- Monitor emerging digital trends, social commerce features, and e-commerce technologies to identify opportunities and ensure strategy remains relevant.
- Foster a culture of experimentation, audience focus, and continuous learning in social environment.
- Apply creativity and strategic thinking to develop social approaches that differentiate brand.
- Manage annual budget and control transparency of spending on monthly basis for all digital marketing activities.

Employee Benefits:
- Social insurance
- Transportation allowance
- Flexible working environment
- Career development opportunities

Required Skills

Education:
- University Graduate or equivalent proficiency (Numerate degree - Marketing, Economy, Business, Finance statistics)

Experience:
- Minimum 5 years, with good knowledge of the digital marketing field in Elegant Sporty Goods, Fashion, Luxury or FMCG market and social global brand’s experience.

Skills/Abilities:
- A proactive, agile mindset to foster innovation in digital storytelling and customer engagement.
- Expertise in driving full-funnel social campaigns and managing multi-channel content roadmaps.
- Deep understanding of digital analytics, SEO principles, conversion rate optimization, and e-commerce platforms. (all Microsoft software + Google analytics). Salesforces, Syrus, SAP.
- Commercial mindset with the ability to translate complex data into actionable business insights.
- Good interpersonal skills to collaborate across internal teams, headquarters, and external e-partners.
- People Management experience.

Language:
- Japanese: Native level
- English: Business level or above

Company Description

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