SPECIALIZED GROUP Understanding People

# Customer Acquisition Manager / 顧客獲得マネージャー

**新規カード事業の獲得戦略を主導**

## Job Information

**Recruiter**
Specialized Group

**Job ID**
1624133

**Industry**
Investment Banking

**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

**Senior Manager, Customer Acquisition (Credit Card Launch), Tokyo**

Specialized Group is running a retained search for a global consumer brand that is launching a co-branded credit card in Japan with a major Japanese issuer.

On many card programmes in Japan, the issuer handles acquisition. On this one the brand does, so they need someone to own it: build the plan, run the channels and be accountable for the numbers. The role suits an experienced acquisition marketer more than a card specialist. If you have grown an online signup product in Japan, you can learn the card side.

**What you will do**

- Build and run the customer acquisition plan, from launch onwards
- Own paid digital, affiliate, point sites, comparison media and the brand's own customer channels
- Work with the issuer and card network on application journeys, offers and campaigns
- Set and report against targets for cost per acquisition, conversion and approval rates

- Use the data to decide what to change, then make the changes quickly
- Work with regional and global teams in Japanese and English

**What you bring**

- 8+ years in digital or performance marketing, with clear ownership of customer acquisition
- A track record of growing signups online for an application-based or subscription product: fintech, banking, securities, insurance, subscription services or telco
- Hands-on experience managing affiliate, point site or comparison site channels in Japan
- Comfortable with funnel data, A/B testing and CPA/LTV economics
- Used to working independently, without a large team around you
- Native-level Japanese and fluent business English

**Not required**

- Credit card or payments experience

**What is on offer**

- Ownership of acquisition for a new product, from the start
- A senior, permanent role in Tokyo inside a global organisation, working closely with regional and global leadership

Competitive base salary plus annual bonus

## Company Description