



Social Media Marketing Manager

Flexible and high paying Strategy Role

Job Information

Recruiter

Ascent Global Partners

Hiring Company

US Entertainment and Gaming Company

Job ID

1222863

Division

Marketing

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Ireland

Salary

11 million yen ~ 13 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

January 23rd, 2022 00:00

General Requirements

Minimum Experience Level

Over 6 years

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

YOU ARE :

- A Marketing Expert: you have good knowledge and experience in creating and executing marketing or brand campaigns. You hone a professional marketing background in Japan for 3+ years or relative experience.

- A Social Media Beacon: you've had experience posting on all sorts of social media platforms, including Twitter, YouTube, TikTok, Instagram, LINE, Twitch, Mirrativ, Discord and the forums; you're drawn to the unique two-way conversations social media encourages and are passionate about engaging with a robust community of players.
- A Thoughtful Problem Solver: whether out in the community or in a meeting room, you enjoy the challenges of complex real world player pain points and use your marketing skills and social media knowledge in identifying the most elegant if not witty solution to solve them.
- Collaborative: you know not to dive solo against your challenges, and that involving team members and working smart in a cross matrix organization will help you leverage obstacles and help you scale far beyond the limits of a single person; you are able to communicate clearly and inspire a team to action.
- Multilingual: you're fluent in Japanese and English; you didn't learn these languages in a cultural vacuum and can pick up nuances that could mean the difference between pleasing someone and offending them.

YOU WILL :

- Build holistic SNS strategy for the company
- Collaborate with brand managers and integrated marketers to deliver the right story to the right place on the right social channels.
- Increase brand awareness, touch point and player excitement through social media.
- Drive social media promotion to help the impact of game publishing.
- Amplify the campaign impact, IP/Brand awareness, interaction with players as the closest communication channel.
- Manage SNS agencies and monitor the performance and execution to measure the impact from social media.
- Collaborate with the Central Comms/social media team for storytelling of the company and games.
- Create a net-positive climate and promote better player behavior in the game.

Company Description

INTRODUCTION ASCENT GLOBAL PARTNERS' aim is to provide the highest level of recruitment services to both our clients and candidates around the world, while at the same time providing a professional and exciting work environment, where our employees can build their careers.

Ascent Global Partners takes pride in providing its clients with superior front office and HR business solutions. Founded in June 2012, the firm is headquartered in Tokyo under the careful guidance of Representative Director John Byrne. Initially specializing in the Japanese equities market the company has grown exponentially to cover fixed income, asset management, wealth management and insurance. Ascent Global Partners consultants' vast experience in working across the financial services industry in Japan and the APAC region is founded on integrity and excellence. AGP takes pride in becoming the preeminent boutique recruitment firm for the financial sector. With our combined industry experience of upwards of fifty years, AGP's clients are assured in the knowledge that we will find the most highly skilled and accomplished personnel to fulfil their specific hiring needs. We are committed to developing long term relationships with our partners and providing them with many years of steadfast service.

Current Business Sectors

- Equities
- Fixed Income
- Asset Management
- Legal
- Industrial
- Technology

Our Approach Ascent Global Partners offers a bespoke recruitment service tailored specifically to each client's needs. We engage closely to ensure the most appropriate and successful business approach. FOR CLIENTS

Knowledge

At Ascent Global Partners we take pride in and stand by our knowledge of the APAC market. We aim to bring our clients the most relevant and up to date information and be a true resource for helping them grow their businesses. Each of our team members is an expert in their given capacity and takes pride in keeping astride of the changes and developments inherent in their industries.

Culture

Every market is influenced by the culture in which it resides. At Ascent Global Partners we address Japanese culture with the utmost sensitivity and adapt our international approach to the nuances therein.

Strategy

Ascent Global Partners applies a range of recruitment strategies according to client needs. These include retained, exclusive, contingent and customized team buildout strategies. It is exceedingly important to us that our client's needs are carefully considered and addressed effectively.

Partnership

At Ascent Global Partners we wish to foster long term relationships with our clients. In order for these relationships to prosper we believe in developing strong partnerships built on dedicated service. In addition to finding the best potential recruits we offer advice on best recruitment practices, market salaries, competitor movements, organizational breakdown and strategic hiring opportunities.

Integrity

At Ascent Global Partners we value integrity in our work. Our approach to business always considers the lasting significance of our efforts and commitment. We value long term relationships and ethical standards over short term gain. Our business is only as strong as the relationships we foster on both the client and candidate side. Honesty, integrity and commitment are the foundations on which we have built our service. "If you have knowledge, let others light their candles in it." – M. Fuller "To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity." – D. Adams