



**Furbo**  
BY TOMOFUN

## Digital Paid Media Manager// デジタルアドメディアマネージャー

**Amazon's #1 best-selling Furbo Dog Cam!**

### Job Information

#### Hiring Company

Tomofun Co.,Ltd.

#### Job ID

1333134

#### Company Type

International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards, Meguro-ku

#### Train Description

Tokyu Toyoko Line, Nakameguro Station

#### Salary

Negotiable, based on experience

#### Refreshed

March 24th, 2023 03:00

### General Requirements

#### Minimum Experience Level

Over 3 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

Furbo(ファーボ) is Amazon's No.1 best seller - <https://furbo.com/jp>

#### 【 About the role 】

Do you LOVE dogs and dream of working alongside puppies all day? Are you passionate about influencing the world through digital marketing? We're looking for a Digital Marketing Manager with expertise in paid media to take our brand experience in Japan to the next level.

You will collaborate closely with our headquarters in Taipei from Japan BU and make data-driven decisions to grow our Japanese market for the #1 bestselling Furbo Dog Camera.

If you're someone who is comfortable in an "all hands on deck" environment, have a passion for pets and technology, and can thrive in startup culture — then read on!

#### 【 What you'll do 】

- Collaborate with regional marketing team to execute Furbo's Japan marketing strategy
- Execute successful digital campaigns by coordinating with functional teams, monitoring the performance and providing insights for optimization
- Make data driven decisions for purchasing ads and digital media
- Develop ads and website testing plans to optimize conversion rate and lower cost-per-acquisition
- Stay abreast of emerging digital marketing trends, identify and manage brand exposure opportunities and bring fresh, creative thinking to leverage growth tactics in the most surprising and effective ways

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## Required Skills

### [ Who you are ]

- **2+ year of experience in digital advertisement execution** (with Facebook, Instagram, Google/Yahoo ad buy experience. Experience with Amazon Ads is a plus)
- Experience working in a B2C company
- Knowledge of digital marketing advertising and analytics tools (e.g., Google Analytics, Facebook Ads Manager, MailChimp, Shopify)
- Always on top of the latest trends in Japan
- Great communicator and team player
- Agile and able to adapt quickly. Can operate in a high growth business where change is constant and flexibility is key to ensure success for the greater team
- Native in Japanese, written communication in English
- Physically based in Greater Tokyo area including Tokyo, Kanagawa, Chiba and Saitama. (The team will have regular meet-ups at the Tokyo office.)
- A loving and caring pet parent! (Both dog and cat lovers are welcomed!)

### [ Perks ]

- You can bring your pet to the office so that they will never be home alone again :)
- The rare opportunity to work with an international team who have a passion to change the world.
- Stylish office near the famous Meguro-river (you can enjoy the view while cherry blossoms season!)
- Weekly team lunch around the Naka-Meguro area
- Overseas study opportunities every 3-6 months

### [ Benefits ]

- Commuting allowance (full coverage)
- Provided with comprehensive insurance, including medical insurance, labor insurance, national pension, etc.
- Flexible work hours with core work hours from 10:30- 16:30
- Opportunities to perform your language ability
- Internal workshops and external/overseas training (in the US, Asia or Europe) let you expand your skillset

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## Company Description

離れていても、いつでも一緒。

私たちは毎朝、愛犬が見せる哀しい目を名残惜しく感じ、心配や不安を抱えながら仕事に出掛けますが、どうにもできません。

また、私たちの他にも多くの飼い主の方々が愛犬のお留守番に悩んでいることが分かりました。友達と夕食を食べに行っても、病気になっていないか心配になったり、休暇で長期間お留守番させる位なら、休暇中も外出しないとまで思う飼い主もいらっしゃいます。多くの方々は、愛犬と別々の時間が耐えられないのです。

ある飼い主の方の言葉が、私たちを突き動かしました。

「ワンちゃんの人生の大半は、私たちの帰りを待っている時間なんです。」

私たちにとって今の生活を続ける上で愛犬のお留守番は避けられないが、飼い主の誰もが愛犬といつでも一緒にいたいと願うのです。それを叶えるためのシンプルな方法を創り出すことが私たちのミッションなのです。

### Share more love and moments together.

Every morning when we leave home for work, our dog would give us those sad puppy eyes that break our heart as we shut the door behind us. It feels awful, but we simply don't have any other choice.

We started talking to more dog parents and discovered that they had this same pain of leaving their dogs at home alone. They shared their stories with us about how they couldn't bear to be apart from their dogs for too long, and they even skipped vacations because they couldn't bring their dogs along.

One dog parent's comment really struck us:

"Dogs spend most of their lives waiting for us at home."

We're always apart from our furbabies, but all we ever wanted is to always be together. That's why we set out on a mission to create a simple way for us to always be together with our dogs.