



## Marketing & Communication Manager

スイスの人気時計ブランド Swatch

### 募集職種

#### 採用企業名

スウォッチ グループ ジャパン株式会社

#### 求人ID

1456288

#### 業種

アパレル・ファッション

#### 会社の種類

外資系企業

#### 雇用形態

正社員

#### 勤務地

東京都 23区, 中央区

#### 最寄駅

銀座線、 銀座駅

#### 給与

経験考慮の上、応相談 ~ 1000万円

#### ボーナス

固定給+ボーナス

#### 勤務時間

7 hours 30mins(9:30-18:00)Break:60 minutes(ex. 12:30 - 13:30)

#### 休日・休暇

on weekends(Sat /Sun days) in FY 2021, given 121days

#### 更新日

2026年04月22日 10:02

### 応募必要条件

#### 職務経験

6年以上

#### キャリアレベル

中途経験者レベル

#### 英語レベル

ビジネス会話レベル (英語使用比率: 75%程度)

#### 日本語レベル

ネイティブ

#### 最終学歴

大学卒 : 学士号

#### 現在のビザ

日本での就労許可が必要です

### 募集要項

#### Overview:

Rado is a globally recognized brand, well known for innovative design and its use of revolutionary materials to create some of the world's most beautiful and durable watches. Ever since its beginnings in Lengnau, Switzerland, Rado has been a pioneer, with the brand philosophy "if we can imagine it, we can make it" still holding true today. It has been an amazing journey as a brand since 1917.

We have entered in Japan market in end 1950s, and since then, experienced glorious successful moments in the past decades. Said, nowadays, consumer purchase behaviors have changed drastically as well as communication style in the past years. These changes have applied to RADO, too. We have still maintained wholesale business commercially as well as adding the digital distribution gradually. These challenges will lead us good balance of Traditional and Digital marketing communication.

RADO is indeed the very unique precious brand but it is not only for watch collectors /mania but also any generation, any gender, any nationalities to be appealing globally.

In Japan, we have been trying to rebuild the brand equity to update and expand the brand awareness in nationwide.

We are looking for the best candidate who can work with this passionate team to make it happen together. This role has the major priorities to bring the bigger brand awareness in the Japan local market and support the business expansion accordingly. This position will be in contact day to day with Japan office multi divisions from Sales, Logistics/Customer

service, Accounting, IT, Legal as well as Swiss HQ teams and literally it is a cross-functionality and an exciting position for your career.

#### **Job Description:**

##### **RADO Brand Marketing and Communication management including (offline/online)**

● Build the strong brand awareness in Japan market, via touch points/multiple media followed by HQ's guideline.

- Set strong strategy with Brand Manager to increase the brand awareness
- Marketing tools/ printing materials development/management
- VMD management at point of sales including store design implementation
- Plan/Execution on marketing & communication events (BtoB, BtoC) including press launch events, trade show, special consumer events, etc.
- Budget control on entire Marketing activities
- Staff training toward POS on product launch period, host Webinar towards POS qtr based.
- Press Release development as well as support all translation for website + all documents.

● Build positive + active relationship with Press, Media, agencies, as well as Advertising management on Off line/Online. Manage Press release publishing.

#### **Digital Marketing**

Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting, and analysis

- Oversee or directly manage digital marketing channels across PPC, SEO Display, affiliates and email marketing and social media
- VMD management onsite

#### **CRM + Customer Service supervising:**

Manage all indirect of customer service opportunities with relevant teams in line with CS dept/HQ as extension of CRM.

- Build CRM programs for the brand in line with HQ team.

#### **Work Condition:**

Base salary: \*will consider the previous experiences and skillset

Performance bonus:(base setting will be set by previous cases/ experiences)

Commuter fees:covered by 6months train pass basis (as for more details on HR)

Working hours:7 hours 30mins(9:30-18:00)Break:60 minutes(ex. 12:30 - 13:30)

Holidays/vacation :on weekends(Sat /Sun days) in FY 2021, given 121days

Paid holidays up to 15days at max on annual base, which is up to the timing your start day for more details, ask HR Japan team

Style of enrollment: Permanent \*Probation 3months-6 months at longest

Benefits /trainings are available and ask HR for more details

Location: Japan head office

#### **試用期間**

3 ~ 6 か月\*

#### **年収**

950 万円経験に応じて相談 (12 分割)

インセンティブ:50 万円 + 経験、応じて相談、業績により変動あり

#### **勤務地**

日本本社(銀座)

東京都中央区銀座7-9-18ニコラス・G・ハイエックセンター

#### **勤務時間**

7 時間30分(9:30-18:00)休憩:1時間 /フレックス制導入中

**休日、休暇**

週末(土日)

有休休暇:最大年間 15 日間、入社時のタイミング次第(詳細は人事へ)

**手当/福利厚生**

交通費全額支給:6か月ごとの定期(詳細は人事へ)

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**スキル・資格****Requirement, Experience, Knowledge, and skills**

Strong skills on Marketing (ideally experienced from luxe European watch /jewelry brands, etc.)

Management position more than 5years

Excellent English business level speaker (overseas experiences are essential and understanding luxe lifestyle in general)

Flexible communication skill (An excellent listener, understanding what are expected to meet, A solid and amicable communicator)

Strong skill sets on PC Skills(Word, Excel, Power point、ADOBE)

Knowledge of digital marketing channels such as PPC, SEO, Social Media

Display and affiliate marketing channels)

Well-developed understanding of data analysis as well as website metrics

Good data interpretation and organizational skills Positive, passionate minded set (not stuck up with traditions and old rules but also can think moving things forward)

**Hiring Process:**

1-3 weeks on selection by CV, and interviews (HR/Division Head and Head office) + competency test (online 15mins)

**採用プロセス**

職務経歴書スクリーニング後、面接 最低 3 回(事業部長、人事部長、ジャパンカントリーマネージャー等)

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**会社説明**