

MichaelPage

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Owned Media Planner (5-8M)

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1542098

業種

その他（広告・PR・メディア）

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区

給与

500万円 ~ 800万円

更新日

2025年05月21日 17:18

応募必要条件

キャリアレベル

新卒・未経験者レベル

英語レベル

流暢

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

This is a strategic, hands-on role responsible for developing and executing SEO and owned media initiatives to grow brand visibility and engagement. You will lead the owned media domain as the first dedicated specialist in a fast-evolving, tech-driven business.

Client Details

Our client is a rapidly growing tech-oriented consumer brand operating under a global structure but with strong independence and agility within the Japanese market. With a culture that values ownership, innovation, and growth, this organization offers a great environment where talent is empowered, and bold ideas are encouraged. The team is composed of professionals from various industries (tech, consulting, marketing), and employees benefit from a flat structure and a supportive, inclusive culture that celebrates both diversity and achievement.

Description

- Lead the development and execution of SEO strategies tailored to individual brand needs

- Analyze site performance using tools like GA4 and Search Console, and translate insights into actionable improvements
- Plan and manage the long-term strategy for the company's owned media with a focus on audience relevance and brand growth
- Collaborate with internal content creators and cross-functional stakeholders to ensure SEO alignment and efficient execution
- Build the internal environment necessary to sustain a scalable and strategic content operation
- Monitor market and competitor trends using SEO tools (e.g., ahrefs, SEMrush)

Job Offer

- Hybrid working style: remote work allowed with 2-day office attendance per week (subject to change)
- Flextime system with 2 core-time days per week
- Full benefits including health/social insurance, paid vacation, year-end/new year holidays, and personal leave
- Various support systems: childcare, housework support, celebration gifts, employee discounts, and online English education subsidies
- Work in a stylish, centrally located office with free snacks, drinks, and fresh coffee
- Join a high-performing team where women in leadership are actively driving innovation

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

スキル・資格

- 2+ year.s of SEO experience in either an in-house setting or agency-side, with strategic ownership of content performance
- Strong grasp of both technical SEO and content SEO, including ability to act based on data and insights
- High level of proficiency with analytics tools (GA4, Search Console) and SEO platforms (ahrefs, SEMrush)
- Native-level Japanese (or JLPT N1 equivalent); strong communication and writing skills
- Experience in media content creation or directing editorial production
- Proactive, self-starter mindset with the ability to drive projects independently
- (Preferred) Experience launching media or marketing projects in small teams or startups
- (Bonus) Basic design or creative production skills using tools like Illustrator/Photoshop
- (Bonus) Business-level English proficiency (TOEIC 800+ is a reference)

会社説明

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