



Head of Marketing | 米国発・DX免税電子化ツール「PIE VAT」 | 英語を活かせる | リモートメイン

◆ 外資系Travel tech Company ◆ マーケティングご経験者を募集！

募集職種

採用企業名

株式会社Pie Systems Japan

求人ID

1562656

業種

インターネット・Webサービス

会社の種類

中小企業 (従業員300名以下) - 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

1000万円 ~ 1200万円

更新日

2025年12月31日 22:00

応募必要条件

職務経験

3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

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

Job brief :

As a member of our team, you will have a crucial role in expanding our user base by using advanced marketing techniques to attract tourists to Japan. Your responsibilities will also include acquiring partner stores.

Key Responsibilities

1. Strategy & Execution

- Build and execute a comprehensive, end-to-end marketing strategy aligned with company goals for growth, user acquisition, and partner expansion.
- Take full ownership from concept to execution — including digital, content, and field marketing initiatives.
- Be comfortable rolling up your sleeves to make things happen quickly and effectively by leveraging any AI tools.

2. Brand & Content

- Strengthen Pie's brand presence and storytelling in the Japanese market.
- Create engaging and high-performing digital and social content (SEO, SNS, owned media).
- Localize global narratives to resonate with Japanese audiences while maintaining brand consistency.

3. Data & Insights

- Analyze campaign performance, user data, and market trends to drive data-informed decision-making.
- Continuously improve ROI through testing, iteration, and optimization.

4. Partnerships & Growth

- Identify and build strategic collaborations with Retail, Travel, and Inbound-related businesses.
- Leverage partnerships to scale user engagement and brand visibility.

5. Internal Collaboration

- Work closely with global teams and the Japan leadership team to align strategies and share insights.
- Communicate effectively in English for weekly meetings and cross-functional projects with global teams.
- Be able to visualize and articulate ideas clearly across cultures and teams.

You Are:

- A self-starter who thrives in building things from zero.
- Comfortable in fast-paced, multi-tasking environments.
- Able to think logically and structure complex challenges into actionable steps.
- Hands-on, creative, and strategic — capable of both “thinking big” and “getting it done.”
- Someone who can turn ideas into tangible outputs and explain them clearly to others.

Location

Tokyo, Japan (Full-time): Remote Hybrid

スキル・資格

Requirements

- 5+ years of experience in one or more of the following domains: Digital Marketing, Content Marketing, or Social Media Marketing.
- Proven success in planning and executing full-cycle marketing campaigns — not just managing agencies.
- Strong analytical mindset and experience with digital tools (Google Analytics, SEO, SNS Ads, etc.).
- Native Japanese with strong communication and writing skills.
- Business-level English (Global team meetings 1–2 times per week; frequent text communication; documentation in English).
- Bachelor's or Master's degree in Marketing, Business, or related field.
- Leadership experience in a startup or cross-functional team environment.
- Experience in Fintech, Travel, or Retail industries is plus.

会社説明