



Understanding People

Digital Marketing Specialist / デジタルマーケ担当

Lead digital marketing strategy

募集職種

人材紹介会社

スペシャライズドグループ株式会社

求人ID

1581935

業種

食品・飲料

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2026年04月07日 16:00

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

ビジネス会話レベル

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

Luxury Brand Digital Marketing Specialist | Food & Beverage ラグジュアリーブランドデジタルマーケティングスペシャリスト

Our client, a luxury brand in the Food & Beverage industry, is seeking a Digital Marketer to enhance its online presence and engage affluent consumers. This role offers the opportunity to develop and execute digital marketing strategies that align with luxury branding and business objectives.

Key Responsibilities:

- Develop digital marketing strategies for luxury brand positioning
- Oversee social media channels and create engaging luxury content
- Manage Instagram and Line content calendars for brand promotion

- - Identify and manage relationships with luxury-aligned influencers
- - Monitor digital marketing performance and provide improvement insights
- - Create high-quality content reflecting brand elegance for social media
- - Send e-newsletters to inform customers about new launches and events

Qualifications:

- - Bachelor's degree in Marketing, Communications, or Digital Media
- - Proven experience in digital marketing within the luxury sector
- - Strong understanding of luxury consumer behavior and digital trends
- - Proficiency in digital marketing tools and platforms
- - Fluent in English
- - Experience with social media platforms like Instagram and Line
- - Experience with content creation and curation
- - Experience with influencer management
- - Familiarity with analytics tools like Google Analytics

会社説明