Senior eCommerce Manager

Lead Japan E-Commerce Growth | Hybrid

募集職種

採用企業名
WPIC Technology Japan 合同会社

求人ID
1595388

業種
デジタルマーケティング

会社の種類
中小企業 (従業員300名以下) - 外資系企業

外国人の割合
外国人 半数

雇用形態
正社員

勤務地
東京都 23区, 港区

最寄駅
銀座線、　外苑前駅

給与
900万円 ~ 1100万円

勤務時間
9:00am to 6:00pm (Hybrid & Flexible Hours)

休日・休暇
Weekends, National Holidays, New Year Holidays, May Day, 1 Obon

更新日
2026年11月09日 05:00

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
流暢レベル (英語使用比率: 75%程度)

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

【About WPIC】

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WPIC Marketing + Technologies is a leading APAC e-commerce and technology consultancy helping global brands succeed across Asia. With over 400 employees across 9 cities worldwide, WPIC provides end-to-end market entry, e-commerce, logistics, marketing, and technology solutions for brands expanding into Japan, China, Korea, and Southeast Asia.

Position Overview

The Senior eCommerce Manager is responsible for managing a portfolio of international brands entering and growing within the Japanese market. This role combines strategic account leadership, e-commerce consulting, and commercial ownership.

As the primary point of contact for clients, the successful candidate serves as the bridge between clients and WPIC's e-commerce, marketing, logistics, technology, and operations teams, driving long-term account growth and revenue expansion.

【Key Responsibilities】

E-Commerce Strategy & Market Intelligence

- Develop and execute e-commerce growth strategies across Amazon Japan, Rakuten, Shopify, and other relevant channels.
- Support market-entry and go-to-market planning for international brands entering Japan.
- Provide strategic guidance on assortment planning, pricing, promotions, merchandising, and channel development.
- Grow engagements by introducing clients to WPIC's wider services.
- Research market trends, consumer preferences, and competitors in Japan's e-commerce market.

Commercial & Financial Ownership

- Own portfolio performance, including budgeting, forecasting, and P&L management.
- Monitor and analyze KPIs — sales, ROAS, profitability, and operational metrics — and turn the analysis into recommendations that improve client performance.
- Find upsell, cross-sell, and new-business opportunities within existing accounts, and work with internal teams to hit revenue targets.
- Support annual planning and revenue growth initiatives; assist the sales team with business development activities as requested.

Cross-Functional Leadership & Collaboration

- Coordinate internal teams across E-Commerce, Marketing, Logistics, Operations, and Technology — driving accountability and alignment to deliver client objectives on time.
- Guide and oversee junior team members (e.g., Coordinators) — delegating tasks, reviewing quality, and supporting their development.
- Promote collaboration and best-practice sharing across teams; coordinate with other Key Account Managers and Strategy Leads as needed.

Client & Account Management

- Act as the main strategic advisor and day-to-day contact for your accounts — covering onboarding, communications, and program planning.
- Lead recurring client meetings (weekly, bi-weekly, monthly, quarterly, annual), business reviews, and strategic planning sessions.
- Manage client expectations, project scope, deliverables, and timelines through to completion.
- Build strong relationships with client decision-makers and understand their business goals.
- Build processes to streamline recurring work and improve account efficiency.
- Gather client feedback and share it with internal teams to drive improvement.

スキル・資格

【Required Qualifications】

- Fluent or Business Level Japanese at N2 or higher — required for client and internal team communication.
- Fluent / professional English — most clients communicate in English only.
- 3+ years of experience in e-commerce, marketplace management, account management, consulting, or digital commerce.
- Strong hands-on knowledge of Amazon Japan, Rakuten, Shopify, or similar platforms.
- Experience managing client relationships in a professional services, agency, consulting, or brand environment.
- Strong analytical skills with experience interpreting business and financial data.
- Experience managing budgets, forecasting, and P&L performance.
- Proactive self-starter with strong drive — able to push both clients and internal teams toward outcomes and operate independently in ambiguous situations. Passive or reactive working styles are not a fit for this role.
- Strong communication, presentation, and stakeholder-management skills, verbally and in writing.
- Proficiency with AI productivity tools (e.g., ChatGPT, Claude) to accelerate research, analysis, and content creation.

【Preferred Qualifications】

- Experience supporting international brands entering Japan and/or cross-border e-commerce operations (import/export, customs, taxation, IOR/MOR, etc.).
- Knowledge of digital advertising platforms (Amazon Ads, Rakuten RPP/TDA, Meta Ads, Google Ads).
- Hands-on experience with data visualization and reporting tools (e.g., Tableau, Looker Studio, Plotly Dash, Power BI).

- Experience leading cross-functional or geographically distributed teams.
- Aptitude for digital tool adoption and process building to enhance team efficiency.
- Fluency in Mandarin and/or Korean is an asset.

【Ideal Candidate Profile】

- **Hungry to Learn** — Sees a fast-paced, ever-changing environment as a source of opportunity rather than uncertainty, and actively seeks out new knowledge and challenges.
- **Proactive and Self-Driven** — Comfortable raising issues early, taking initiative, and driving decisions forward rather than waiting for direction.
- **Strong Communicator** — Confident in leading client conversations and building relationships in both English and Japanese.
- **Analytical and Data-Oriented** — Comfortable with P&L management and making data-driven business decisions.
- **Passionate About Japan's E-Commerce Ecosystem** — Has a strong interest in Japan's e-commerce landscape and in helping global brands successfully enter and grow in the Japanese market.

【Why Join WPIC】

- You will have the opportunity to directly support the growth of global brands and international companies entering the Japanese market through Japan's leading e-commerce channels, including Amazon Japan, Rakuten, and Shopify.
- Own strategic initiatives with significant autonomy and measurable impact.
- Collaborate with experienced, international teams across multiple markets.
- Accelerate your career through a clear pathway into senior account leadership and general management.
- Develop a broad range of skills and expertise spanning marketing strategy through e-commerce operations.

【Work Conditions】

- **Employment Type**：Full-time, permanent
- **Probation Period**：6 months (fixed-term employment contract during probation period)
- **Location**：Tokyo, Japan (23 wards) — office-based with hybrid flexibility depending on business needs
- **Working Hours**：9:00 AM – 6:00 PM (Flexible working hours system)
- **Holidays**：Saturdays & Sundays, Japanese National Holidays, Year-End/New Year Holidays, Labour Day (May 1), Obon holiday (one day in August)
- **Salary**：￥9 ~ 11 million (Negotiable based on experience and skills)
- **Benefits**：Comprehensive social insurance (health insurance, pension, employment insurance, and workers' compensation), transportation allowance, and professional development and training opportunities.

会社説明