E-commerce Content Specialist/コンテンツスペシャリスト（EC・デジタルマーケティング）

英語を活かせるECコンテンツ企画運営職

募集職種

人材紹介会社
Cornerstone Recruitment Japan 株式会社

求人ID
1597443

業種
小売

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11月05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
ビジネス会話レベル

日本語レベル
ネイティブレベル

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

Job Title

Content Specialist

Industry

Consumer Goods / E-commerce / Digital Commerce

Job Category

Digital Marketing / Content Marketing / E-commerce

Career Level

Mid-Level Specialist

Location

Tokyo, Japan

Workplace Type

Hybrid

Employment Type

Full-time

Company Overview

A global consumer products company is seeking a Content Specialist to support digital marketing and e-commerce initiatives. This role will focus on planning, creating, optimizing, and managing content across owned digital channels and major e-commerce platforms. The successful candidate will work cross-functionally with marketing, brand, design, SEO, and external partners to drive brand visibility, engagement, and conversion performance.

Job Summary

The Content Specialist is responsible for planning, producing, and optimizing high-quality content to strengthen digital marketing efforts and improve customer experience across brand websites and e-commerce platforms. This position will manage content initiatives while ensuring alignment with brand guidelines, campaign objectives, and SEO best practices.

Main Responsibilities

Content Planning & Production

- Plan, create, edit, and publish content for brand websites and e-commerce platforms.
- Enhance customer experience through engaging and informative content.
- Maintain content quality and consistency across all digital touchpoints.

Brand Consistency

- Ensure all content aligns with established brand guidelines and content strategies.
- Deliver a consistent brand message across websites, landing pages, and product detail pages.

Vendor Management & Project Coordination

- Manage timelines and deliverables related to website and product content updates.
- Coordinate and oversee external vendors responsible for content and product data management.
- Collaborate with local and global stakeholders to ensure timely project execution.

SEO Collaboration & Optimization

- Work closely with internal SEO specialists to optimize content for search visibility and user experience.
- Support keyword-driven content initiatives and SEO best practices.
- Contribute to improvements in organic traffic and engagement metrics.

Campaign Support

- Develop and execute content plans aligned with marketing campaigns and product launches.
- Update and maintain campaign-related content across digital platforms.
- Ensure all campaign assets comply with brand standards.

E-commerce Content Development

- Partner with e-commerce and marketing teams to create digital content assets.
- Support the development of product detail pages, enhanced brand content, landing pages, and promotional materials.

- Manage internal review and approval workflows for content assets.

Cross-Functional Collaboration

- Work closely with design, product, marketing, and external partners to maintain content accuracy and quality.
- Facilitate communication between stakeholders throughout content development processes.

Performance Analysis

- Monitor and analyze content performance across websites and e-commerce channels.
- Identify opportunities for optimization based on performance data and customer behavior.
- Recommend content improvements to increase engagement and conversion.

Market Research

- Research industry trends, customer feedback, competitor activity, and emerging best practices.
- Identify opportunities to enhance content effectiveness and customer experience.

Required Qualifications

- Bachelor's degree or higher.
- Minimum 3 years of experience in digital marketing.
- 3–5 years of experience in content creation and content management.
- Experience managing content across e-commerce platforms such as Amazon, Rakuten, Yahoo Shopping, or similar marketplaces.
- Strong stakeholder management and communication skills.
- Experience directing external vendors and managing project timelines.
- Solid understanding of SEO principles and keyword research methodologies.
- Experience using analytics tools such as Google Analytics.
- Strong copywriting, editing, and content development skills.
- Ability to manage multiple projects simultaneously in a fast-paced environment.
- Business-level proficiency in both Japanese and English.
- Proactive and collaborative working style.

Preferred Qualifications

- Experience with CMS platforms such as WordPress, Adobe Experience Manager, or similar systems.
- Experience with Product Information Management (PIM) systems.
- Experience conducting A/B testing and Conversion Rate Optimization (CRO) initiatives.
- Experience working within global or multinational organizations.

Key Skills

- Content Strategy
- Content Creation
- E-commerce Content Management
- SEO
- Digital Marketing
- Copywriting

- Vendor Management
- Project Management
- Google Analytics
- CMS Platforms
- Cross-Functional Collaboration
- Performance Analysis

Travel Requirements

- Up to 10% travel as required.

会社説明