



Understanding People

Social Media Marketer ソーシャルメディアマーケター |

Shape a Global Consumer Brand

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

1609621

業種

レストラン・フードサービス

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08月27日 13:22

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

Social Media Marketer | Social Media Marketing - Flexible hours, Paid leave

Overview

Our client is seeking a Social Media Marketer for a global coffeehouse chain known for its specialty coffee products and unique customer experience. This role offers the opportunity to lead social media strategies that boost brand engagement and loyalty through seasonal campaigns and integrated marketing communications. Benefits include flexible working hours, paid leave from day one, childcare and family care leave, and special paid leave for personal reasons.

Main responsibilities:

- Plan and execute social media campaigns for seasonal promotions.
- Managing official social media accounts across multiple platforms
- Analyze social media data to evaluate the effectiveness of campaigns.
- Coordinate with agencies and production vendors for content creation.

- Develop and update social media strategies based on trends and analysis.
- Manage project budgets related to social media marketing activities.
- Identify and mitigate brand risks on social media platforms.
- Lead social media marketing activities within integrated marketing communications.
- Create a detailed report on social media performance and insights.
- Report the results of social media marketing to relevant internal stakeholders.
- We will build a system to streamline the execution of social media strategies.
- Participate in cross-departmental marketing planning and strategic projects.

Requirements:

- Over 5 years of experience in social media marketing strategy planning and execution.
- Experience managing official social media accounts (Instagram, X, TikTok, Facebook, Threads)
- Proficiency in social media analytics and insight tools
- Project management skills related to campaign and vendor coordination.
- Experience in creating content and executing campaigns for seasonal promotions.
- Experience in analysis and hypothesis formulation using social listening tools.
- Presentation skills for reporting and interdepartmental coordination
- Basic PC skills including Word, Excel, and PowerPoint.
- Experience in B2C marketing in the FMCG or retail industry is desirable but not required.
- The ability to develop an integrated marketing communications (IMC) strategy is desirable but not required.
- Knowledge of digital marketing tools such as Facebook Ads Manager and TikTok Ads is desirable but not required.
- Strong trend awareness and the ability to quickly adapt social media strategies.

Employee benefits:

- Flexible working hours
- 119 days of paid leave per year
- Paid leave from the date of joining the company
- Childcare and family care leave
- Short-time working/short-day working system
- Special paid leave for illness or bereavement.

会社説明