

Marketing Manager/グローバルチームと密接に連携し日本のチームを牽引/幅広い裁量権/海外研修あり

募集職種

採用企業名
イー・エフ・エデュケーション・ファースト・ジャパン株式会社

求人ID
1614659

業種
教育・学校

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, 渋谷区

給与
900万円 ~ 経験考慮の上、応相談

勤務時間
9時30分 ~ 18時

休日・休暇
土日祝、夏季休暇、年末年始、年次有給休暇、慶弔休暇、病気休暇（※年間休日120日以上）、特別休暇、その他法令による休暇

更新日
2026年11月04日 03:00

応募必要条件

職務経験
10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

Role: Marketing Manager, Japan

Are you a results-driven digital marketing leader with a passion for driving growth in the Japanese market? If so, this is an exciting opportunity to shape the future of our business in one of the most dynamic markets in the world.

In this role, you will own the entire digital marketing strategy and implementation for Japan, leading a local team and

managing the marketing budget. This is a lead-generation-driven business, and your success will be measured by your ability to attract, nurture, and convert prospects through highly optimized, data-driven marketing initiatives. We are looking for someone who thrives on experimentation, continuously analyzing performance, and optimizing strategies to maximize impact.

Key Responsibilities

- Develop and execute the digital marketing strategy for Japan, ensuring a strong balance between brand awareness and performance marketing to generate high-quality leads.
- Own the Japan digital marketing budget, strategically allocating resources across channels and initiatives to maximize ROI.
- Identify growth opportunities through continuous experimentation, A/B testing, and data-driven optimization.
- Direct and oversee PPC search campaigns across Google & Yahoo JP
- Craft and implement our social media strategy on Tiktok, Instagram, Meta and LINE, including paid campaigns
- Analyze campaign performance data to maximize conversion rates and continuously improve marketing efficiency
- Design and implement audience segmentation, personalized messaging, and automated customer journeys to drive engagement and conversions
- Develop localized content and campaign calendars tailored to seasonal trends, segmentation preferences, and user behaviors
- Foster a high-performance culture within the digital marketing team, leading by example and promoting a test-and-learn approach
- Leverage analytics tools (e.g., Google Analytics, Salesforce Marketing Cloud) to monitor key performance indicators and optimize digital marketing initiatives
- Stay ahead of market trends, consumer behavior shifts, and emerging digital marketing opportunities to maintain a competitive edge

スキル・資格

Qualifications & Experience

- Bachelor’s degree in any field
- 8+ years of experience in digital marketing, with expertise in performance marketing and lead generation
- Proven ability to interpret complex data and translate insights into strategic action
- Deep understanding of Japan’s digital marketing landscape, including local ad platforms and consumer behavior
- Hands-on experience with key marketing tools (e.g., Salesforce Marketing Cloud, Google Analytics)
- A passion for testing, analyzing, and optimizing campaigns to drive continuous improvement

会社説明