

Digital Marketing Manager

募集職種

人材紹介会社
株式会社 JAC International

採用企業名
A world-renowned premium musical instrument brand.

求人ID
1618942

業種
その他

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 00:00

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

[About the Role]

Join a world-renowned premium consumer brand as a Digital marketing / Social Media Manager within the Japan Marketing team.

This role is responsible for developing and executing social media strategies that drive brand awareness, audience engagement, community growth, and business performance. Working closely with local and global stakeholders, you will lead social media planning and execution across multiple platforms while leveraging consumer insights and analytics to optimize results.

Key Responsibilities
-Develop and execute social media strategies aligned with business objectives and KPIs.
-Drive audience growth, engagement, brand sentiment, and traffic across digital channels.
-Manage relationships with external agencies, platform partners, and content collaborators.
-Lead social media support for product launches and integrated marketing campaigns.

-Develop campaign briefs and oversee content planning and editorial calendars.
-Collaborate with marketing, creative, product, and global teams to deliver impactful content and campaigns.
-Monitor social media performance, analyze data, and provide actionable recommendations.
-Lead social listening and consumer insight initiatives to identify trends and opportunities.
-Manage influencer partnerships and community engagement programs.
-Support CRM and customer retention initiatives using consumer data and analytics.
-Work closely with customer service teams to enhance customer engagement and brand reputation.
-Present performance results, learnings, and strategic recommendations to key stakeholders.
-Identify new digital marketing opportunities that drive brand growth, customer acquisition, and sales performance.

Ideal Background:
-Social Media Marketing
-Digital Marketing
-Content Strategy
-Influencer Marketing
-CRM & Customer Engagement
-Analytics & Insights
-Brand Marketing
-Agency & Stakeholder Management

Position Summary:
Lead social media, digital engagement, influencer marketing, and CRM initiatives for a globally recognized premium consumer brand in a highly international environment.

Employee Benefits:
Compulsory Benefits (Health Insurance, National Pension, Employment Insurance, Accident Insurance)

スキル・資格

Requirements & Preferred Background:
-5+ years of experience in Digital Marketing, Social Media, or a related field
-Strong digital marketing strategy and campaign execution experience
-Hands-on expertise in paid media, social media, influencer marketing, and CRM
-Data-driven mindset with analytics and performance optimization skills
-Experience managing agencies, budgets, and cross-functional projects
-Strong communication, project management, and content creation skills
-Passion for consumer engagement and staying ahead of digital trends

Qualifications:
-Bachelor's degree or equivalent
-Minimum 5 years of relevant marketing experience

Ideal Candidate:
A strategic and hands-on digital marketer who combines creativity, analytics, CRM and stakeholder management to drive brand growth, engagement, and business performance in an international environment.

会社説明

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国（また2011 年には香港・韓国にも拠点を新設予定）でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC’s unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

JAC International Co., Ltd. is a wholly owned subsidiary of JAC Recruitment. Co., Ltd.