

Digital Marketing Manager

募集職種

人材紹介会社
株式会社 JAC International

採用企業名
Global Watches Brand

求人ID
1621454

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 17:16

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

Responsible for defining, leading, and executing digital marketing and e-commerce strategies to increase brand awareness, customer engagement, and online revenue across digital channels and partner networks.
Drive commercial and digital performance through website optimization, full-funnel marketing campaigns, and seamless omnichannel customer experiences.

Key Responsibilities
1. E-Commerce Growth & Website Performance
- Own the day-to-day management of the e-commerce platform, including product catalog updates, merchandising, pricing accuracy, and stock availability.
- Monitor user journeys, site navigation, and checkout funnels to identify friction points and implement data-driven improvements to boost conversion rates and Average Order Value.
- Collaborate with global-local stakeholders and IT department to upgrade the brand digital experience.
- Plan and execute digital promotional campaigns, product drops, and exclusive online events in coordination with marketing, communication, and supply teams.
- Monitor e-commerce metrics (traffic, conversion, bounce rate, revenue, customer lifetime value) and prepare regular

performance reviews and forecasting reports.
- Explore, develop e-retailing opportunities in Japan, and optimize online sales.

2. Paid Search & Performance Marketing
- Oversee and optimize paid search performance across Google, Yahoo, and PMAX campaigns, with a core mandate to increase ROAS versus LY.
- Drive always-on social programmatic campaigns supporting e-commerce orchestrations.

3. Social Media & Content Strategy
- Define comprehensive social media management strategy including platform strategies, content architecture, and community approaches.
- Develop and execute high-impact, full-funnel social media campaigns for priority product and seasonal launches, across key global and local platforms (e.g., Instagram, Line, LinkedIn, X, YouTube) to strengthen brand positioning, increasing engagement and ROAS.
- Review the performance by tracking, analysing, and reporting to continuously refine strategy and maximize ROI.
- Oversee the content calendar, ensuring alignment with global brand guidelines, product launches, and local marketing campaigns. Review social media KPIs ensuring increase of engagement rate, reach, share of voice, follower growth.
- Cross-Functional Collaboration & Innovation
- Collaborate closely with PR, CRM, Retail, and Creative teams to ensure consistent messaging across all digital touchpoints.
- Monitor emerging digital trends, social commerce features, and e-commerce technologies to identify opportunities and ensure strategy remains relevant.
- Foster a culture of experimentation, audience focus, and continuous learning in social environment.
- Apply creativity and strategic thinking to develop social approaches that differentiate brand.
- Manage annual budget and control transparency of spending on monthly basis for all digital marketing activities.

Employee Benefits:
- Social insurance
- Transportation allowance
- Flexible working environment
- Career development opportunities

スキル・資格

Education:
- University Graduate or equivalent proficiency (Numerate degree - Marketing, Economy, Business, Finance statistics)

Experience:
- Minimum 5 years, with good knowledge of the digital marketing field in Elegant Sporty Goods, Fashion, Luxury or FMCG market and social global brand’s experience.

Skills/Abilities:
- A proactive, agile mindset to foster innovation in digital storytelling and customer engagement.
- Expertise in driving full-funnel social campaigns and managing multi-channel content roadmaps.
- Deep understanding of digital analytics, SEO principles, conversion rate optimization, and e-commerce platforms. (all Microsoft software + Google analytics). Salesforces, Syrus, SAP.
- Commercial mindset with the ability to translate complex data into actionable business insights.
- Good interpersonal skills to collaborate across internal teams, headquarters, and external e-partners.
- People Management experience.

Language:
- Japanese: Native level
- English: Business level or above

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.