

Digital Strategy Manager - Classical& Jazz

募集職種

人材紹介会社
株式会社 JAC International

採用企業名
Global Entertainment Brand

求人ID
1623053

業種
その他

雇用形態
正社員

勤務地
東京都 23区

給与
900万円 ~ 経験考慮の上、応相談

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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

As Manager of the Digital Experience Design Group, you will lead a team responsible for developing innovative digital marketing initiatives that strengthen connections between artists and fans.

Key Responsibilities
1. Lead the Digital Experience Design Team
- Lead, develop and coach a team responsible for fan engagement initiatives, digital experiences, CRM activations, and marketing technology projects.
- Define team priorities, allocate resources, manage project roadmaps, and ensure delivery of key business objectives.
- Foster a culture of innovation, collaboration, and continuous improvement.

2. Design and Execute Fan Engagement Strategies
- Develop digital programs that strengthen relationships between artists and fans throughout the entire fan lifecycle.
- Drive initiatives focused on fan acquisition, engagement, retention, and loyalty across multiple touchpoints.
- Create integrated engagement strategies leveraging social media, owned media, live events, campaigns, CRM platforms, and emerging digital channels.

3. Drive Cross-Functional Digital Marketing Initiatives
- Partner closely with Label Marketing, CRM, Data Analytics, Advertising, Technology, Product, and Global Marketing teams.
- Lead end-to-end project delivery, from strategy and business requirements through execution, measurement, optimization, and stakeholder alignment.
- Act as a key internal consultant helping business units identify opportunities to enhance fan experiences through digital innovation.

4. Develop Data-Driven Marketing Programs
- Support the development and utilization of Customer Data Platform (CDP) capabilities and fan data strategies.
- Design initiatives that effectively collect, enrich, and activate fan data while ensuring a customer-first approach.
- Utilize data and analytics to generate insights, improve campaign effectiveness, and optimize customer engagement outcomes.

5. Evaluate and Implement New Technologies
- Continuously monitor developments in digital marketing, CRM, fan engagement technologies, AI, and emerging consumer platforms.
- Assess new tools and technologies for potential implementation across the organization.
- Partner with internal and external stakeholders to define business requirements and oversee implementation projects.

6. Create Scalable Marketing Frameworks and Best Practices
- Transform successful artist and campaign initiatives into scalable frameworks that can be replicated across labels and business units.
- Develop best practices, toolkits, and playbooks that improve organizational marketing capabilities.
- Share insights and case studies to drive digital transformation across the Consumer Marketing Division.

7. Drive Measurement, Optimization, and Innovation
- Establish KPIs and success metrics for digital engagement initiatives.
- Lead performance reviews, reporting, and ROI analysis.
- Promote a test-and-learn culture by leveraging experimentation, audience insights, and emerging platforms to continuously improve performance.

Employee Benefits:
- Online medical consultation service partnership
- Influenza vaccination subsidy
- Dental checkups
- Corporate Defined Contribution Pension Plan (401K/DC)
- Employee purchase program
- Concert ticket allocation program
- Streaming service subsidy
- On-site cafeteria

スキル・資格

Required Experience
- 5+ years of digital marketing experience
- Team leadership and people management experience
- Experience across CRM, CDP, customer engagement, social media, and digital campaigns
- Experience leading cross-functional projects involving multiple stakeholders
- Strong analytical and problem-solving skills
- Experience using data to drive business decisions
- Excellent communication and stakeholder management skills

Preferred Experience
- Entertainment, Music, Media, Advertising, Technology, or Digital Services industries
- Fan marketing, CRM, membership programs, or community platforms
- Social media campaign management
- CDP or marketing technology implementation
- Website and digital platform development
- Global project experience
- AI-enabled marketing initiatives

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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