SPECIALIZED GROUP Understanding People

Customer Acquisition Manager / 顧客獲得マネージャー

新規カード事業の獲得戦略を主導

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
1624133

業種
投資銀行

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26日 10:54

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

Senior Manager, Customer Acquisition (Credit Card Launch), Tokyo

Specialized Group is running a retained search for a global consumer brand that is launching a co-branded credit card in Japan with a major Japanese issuer.

On many card programmes in Japan, the issuer handles acquisition. On this one the brand does, so they need someone to own it: build the plan, run the channels and be accountable for the numbers. The role suits an experienced acquisition marketer more than a card specialist. If you have grown an online signup product in Japan, you can learn the card side.

What you will do

- Build and run the customer acquisition plan, from launch onwards
- Own paid digital, affiliate, point sites, comparison media and the brand's own customer channels
- Work with the issuer and card network on application journeys, offers and campaigns
- Set and report against targets for cost per acquisition, conversion and approval rates

- Use the data to decide what to change, then make the changes quickly
- Work with regional and global teams in Japanese and English

What you bring

- 8+ years in digital or performance marketing, with clear ownership of customer acquisition
- A track record of growing signups online for an application-based or subscription product: fintech, banking, securities, insurance, subscription services or telco
- Hands-on experience managing affiliate, point site or comparison site channels in Japan
- Comfortable with funnel data, A/B testing and CPA/LTV economics
- Used to working independently, without a large team around you
- Native-level Japanese and fluent business English

Not required

- Credit card or payments experience

What is on offer

- Ownership of acquisition for a new product, from the start
- A senior, permanent role in Tokyo inside a global organisation, working closely with regional and global leadership

Competitive base salary plus annual bonus

会社説明