



Marketing Manager 【Brand Marketing/PR】 オーストラリア外資FinTech/~9M

A global online brokerage firm/オンライン面接可

#### 募集職種

#### 採用企業名

TF Global Markets Japan 株式会社

#### 求人ID

1134484

#### 雇用形態

正社員

#### 勤務地

東京都 23区, 港区

#### 最寄駅

千代田線、 赤坂駅

#### 給与

経験考慮の上、応相談 ~ 900万円

#### 更新日

2021年11月26日 05:00

#### 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

流暢

#### 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

**ThinkMarkets is a global online brokerage firm, specializing in providing multi-asset trading solutions to thousands of clients around the world. With our flagship ThinkTrader platform, we allow our clients to trade the world 24-hours a day.**

Our mission is to disrupt the brokerage industry by allowing access to global markets and thousands of products to allow our clients to trade the world in the palm of their hand. We use the latest technologies to give traders seamless access to our proprietary trading platforms.

**We are seeking a data driven, ambitious Marketing Manager, who has a proven track record of delivering successful performance marketing strategies, to join our Tokyo office.**

Reporting into the VP, Brand & Marketing Strategy, the Marketing Manager will take the lead on all cross-channel management activities. You will act as the bridge between marketing and the customer across all channels. This role will define, develop, and implement ThinkMarkets' Japan marketing strategy with the aim to present our brand and products to a relevant audience and to ultimately drive a steady stream of quality leads through to conversion and retention.

A strong candidate for this role will be a highly analytical campaign management specialist and a proven track record of building, growing, and scaling campaigns that deliver consistent growth. They will have worked closely with performance marketing and sales teams and have had responsibility for KPIs along the marketing & sales funnel.

Candidates applying should be technically competent in campaign management, data-driven, and confident in evaluating local marketing campaigns to ensure it delivers to the bottom-line.

**Responsibilities:**

- Create digital and offline strategies to acquire new customers at targeted ROI
- Work with and know how to appropriately allocate media to relevant channels and activities
- Lead and grow all marketing activity with a focus across paid channels
- Oversee all customer acquisition through Email Acquisition and Direct strategies
- Coordinate delivery of all marketing campaigns with internal stakeholders to ensure top-level execution
- Define relevant success KPIs for different campaigns and channels
- Expand our media strategy by testing and onboarding new media partnerships as well as new channels (both online & offline)
- Develop an effective testing plan to optimize various aspects of our ad campaigns
- Ensure that all campaigns adhere to global marketing strategy
- Utilize analytics tools to gain a deep understanding for each channel's performance and leverage those findings to optimize strategy
- Closely monitor performance for all media activities and channels
- Provide regular reporting around performance (post release) of marketing campaigns, customer strategy, and consumer insights
- Identify solutions to enhance and optimize campaign performance and the customer experience
- Act as an advocate for all regional media, campaigns, third-party relationships to regionalize our marketing activities

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**スキル・資格****Requirements :**

- Must be fluent in Japanese and English, both written and verbal
- 3+ years in direct brand marketing or agency experience
- Must have experience managing a marketing campaign for a singular brand
- Must have programmatic buying experience
- Ideally will have experience with print and live event marketing
- Proven multi-channel experience with all major performance marketing channels including mobile programmatic, paid search, display, and social (Facebook eco system)
- Experience building and delivering strategies for B2C companies

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