

Job Description

Job Title ポジション名	Digital Marketing Specialist
Job Holder 現担当者	N/N (未定)
Function 本部	Amostyle Brand Org Department 所属部門 Amostyle Brand Marketing
Direct Reporting lines : 上長名・ポジション	Digital Marketing Manager Japan – Amostyle brand marketing
Location/Site 勤務地	Country 国 Japan
Number of direct reports 部下の数	0
Type of Employment 雇用タイプ	100 % of FTE
PURPOSE OF THE JOB ポジションの存在理由	
The purpose of the Digital Marketing Specialist role is support Digital Marketing Manager to develop and deliver the short and long term Digital marketing strategies based on business and consumer insights for the entire Japan Amo Marketing portfolio, and to identify the right allocation of the digital marketing funds across markets.	
GENERAL DUTIES AND RESPONSIBILITIES 職務内容	
<ul style="list-style-type: none"> To support for developing Strategic Digital Marketing Plan and Process which continues to provide consumer focused opportunities and sources of profitable growth. Executing the digital marketing plan and deliver against the Corporate and Business Unit KPI's and Targets. Implementing an operating system framework to ensure that the Digital Marketing strategy and guiding principles of the Triumph Business Unit are embedded and across, delivering one consistent Japan Digital Marketing framework and digital strategies aligned to target audience, brand KPIs (including market share, brand awareness, brand preference, online PV/UV, traffic, conversion rate, Omni-channel transaction rate, social media exposure/ followers, iWOM), brand values, and positioning. Plan and execute social media activities including LINE, Facebook, Twitter, Instagram and influencer marketing. Initiate and project lead internal and external agencies in development of the regional digital marketing campaigns, brief and guide country marketing teams Controlling the Advertising & Promotion budget (digital marketing budget) in the region to ensure efficient allocation of funds across countries in line with the country by country sales development outlook, and provide budget spending allocation on country level across consumer touchpoints 	
KEY INTERFACES 重要な協働先	
Internal key customers 社内	Area of Interface 協働分野・内容
<ul style="list-style-type: none"> Brand Marketing of AMO STYLE Retail Marketing of AMO STYLE Brand Merchandising of AMO STYLE E-business Sales Planning team at Omni channel Sales 	Contents creation and management -Plan and execute AMO Marketing Communication especially for FF activities (O2O) -Align with product sales plan and situation weekly and optimize marketing plan.
External key customers 社外	Area of Interface 協働分野・内容
Media Agency	Plan and execute AMO STYLE digital media & communication plan.
Digital Creative & Activation Agency	Develop AMO STYLE brand site contents Plan and operate especially biddable advertisement such as social media ad.
LINE consulting Agency	Consultation for LINE service
KEY PERFORMANCE INDICATORS (KPI) 業務評価指標	
<ul style="list-style-type: none"> Develop and implement strong digital marketing and growth strategies that yield the desired outcomes/ROI (PV, traffic, social media engagement, no. of followers, online transaction, O2O, result of BES, footfall & sales). Manage key relationships to deliver against agreed objectives. Drive most efficient allocation of marketing funds across countries 	

Job Requirements 職務要件

PROFESSIONAL EXPERIENCE 専門分野での経験

- 5 years+ experience, 3 years+ Digital Marketing Management
- Experience with social media activities including LINE, Facebook, Twitter, Instagram and influencer marketing, monitoring and analytics tool.
- Extensive consumer and competitor understanding
- Experience with strategies & concept development, digital marketing planning, digital marketing framework development, link building and respective KPIs setting and tracking ROIs.
- Experience in female / beauty / apparel /Lifestyle brand business is a bonus
- Experience with high-caliber agency management and agency processes.

EDUCATION REQUIREMENTS 教育面での要件

Bachelor degree level +

OTHER REQUIREMENTS その他要件

Language skill: Business English

IT proficiency:

Technical skill:

PERSONAL QUALITIES 人物要件

- Strategic thinking and commercial minds
- High drive + result orientated
- Proactive, practical, hands-on approach and attention to details.
- Excellent drive, judgment, creative insights and understanding of branded aesthetics.
- Speed to action, agility. Flexibility and openness.

NOTE

This Job Description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization.

本JDがポジション要件のすべてではない。社員は、その他関連する職務を、組織のニーズに応じて実行することがある。

APPROVED BY

Title

SIGNED BY

Date