

Marketing Manager will dive into our data and deliver actionable insights, analyses, and recommendations to our brand managers to lead day-to-day decision making and shape long-term project strategies. Reporting to the Managing Director of Activision Blizzard Japan, the ideal candidate for this role must be an excellent communicator and have the technical expertise to support projects that require data insight and business acumen, as well as quantitative analysis techniques.

KEY RESPONSIBILITIES

- Set strategic and operational plans for marketing function, including goals and objectives, resources, budget and prioritization of initiatives to maximize output.
- Plan, run and manage acquisition campaigns on mass and digital channels' end-to-end, including but not limited to budget planning, campaign management, performance tracking, experiments, and optimization.
- Analyze the performance of media channels and provide recommendations to optimize the distribution of budget across those channels for best ROAS (Return On Ad Spent).
- Analyze pure digital media marketing opportunities, suggest plans and strategies for digital media marketing, and assist in negotiating the purchase of those media.
- Communicate with and advise designers on localization and curation of creatives (banner ads), analyze creative performance, and provide recommendations to optimize for best ROAS.
- Produce regular in-depth media analytics and insight reports.
- Build and deliver growth forecasts, partnering with the Publishing and Finance team to refine scenarios based on company revenue projections.
- Stay abreast of industry trends and innovative development
- Design and construct sophisticated statistical models to forecast key business metrics.

QUALIFICATIONS

Required

- 10+ years of experience in marketing /digital media / advertising, including a minimum of 5 years' hands-on experience on paid media / advertising and optimization is required.
- Working experience in US MNCs is preferred.
- Deep knowledge and successful track record in performance media. Preferably with previous experience in games/apps companies.
- Strong analytical skills (Data-Driven Marketing capacity required).
- Ability to interpolate analysis into the strategic and tactical decision-making process.
- Ability to translate business requirements into technical data requirements.
- Proven management skills to effectively communicate with various internal and external stakeholders (HQ, regional offices, functional teams, etc.) and navigate through complex situations with multiple conflicts of interest to maximize contribution to the business.

- Passionate gamer with in-depth knowledge of games, products, and services.
- Effective with storytelling through the use of data to articulate a vision, strategy or idea.