



MARKETING & SOCIAL MEDIA COORDINATOR

"We strive to be a big happy family. We work harder than anyone to reach our ambitious goals! We empower every member to reach their personal ambition and exceed their own potential. We always aim to deliver the very best in all we do. We make our guest feel part of our family. We serve delicious food and refreshing beer, carefully sourced, prepared with love and served with a smile!"

About Schmatz

Schmatz is a fast-growing German beer restaurant group, with 22+ restaurants throughout Tokyo in exciting locations such as Takashimaya Nihonbashi and Ark Hills, growing to 40+ restaurants by the end of next year. We have a venture capital, finance & marketing background and are working hard to build a fast growing beer restaurant company in Japan with the happiest team and customers! We have grown our business from a food truck to a multi-unit operation since inception in 2014, and have created a desirable food and lifestyle brand that has been featured in all relevant media outlets - TV and print. Schmatz is backed by a group of prestigious local and international investors, which gives us the opportunity to accelerate our growth and build an incredibly talented team. As an international, young, energetic and highly motivated team, we work in a dynamic environment where you can have a major impact. We are looking for a talented, driven and inspiring candidate in Tokyo to join our ambitious team and help support our fast-growing business.

Job description

As a Marketing & Social Media Coordinator, you will report directly to the Chief Marketing Officer and be responsible for the implementation of all marketing activities with a key focus on building our online and offline presence.

Responsibilities

- You will implement the day to day marketing tasks and coordinate marketing projects and activities
- You will be responsible for managing all paid and owned media to drive online traffic with a key focus on conversion
- You will generate daily content and creative content for social media; this includes the development and implementation of a social media content plan and calendar to cover events such as new menus and new openings
- You will work closely with the graphic designer for photography and editing images
- You will create content for internal communications (newsletters, emails, internal SNS, etc.)
- You will be responsible for producing branded items such as stationery and merchandise in addition to flyers, brochures and in-store collateral such as menus, posters, etc

- Your role will also include other ad hoc projects such as translating relevant materials from Japanese to English or English to Japanese

Who we are looking for

- 1-5 years of work experience in marketing, PR and digital marketing, preferably in one of the following industries: F&B, retail or hospitality
- Well-versed on all social media channels – Facebook, Instagram, Twitter and other relevant channels
- Basic photography and video skills and experience using Photoshop or other relevant software
- Excellent people, team building and communication skill
- Native Japanese verbal and written skills and business level English skills
- A team player with a fantastic can-do attitude
- Self-starter, motivated and well organized
- Excellent attention to detail with accuracy and consistency
- Ability to work effectively under pressure and to tight deadlines

Up for the challenge?

If you want to become a part of our highly motivated, international team, please send us your CV! Please add 3-5 sentences, why you are THE perfect fit. We are looking forward to hearing from you!

Please contact: team@schmatz.jp