



Employer:	Custom Media KK
Internship Position:	Digital Content Assistant
Duration:	June – August 2025 (6 – 12 weeks)
Placement Location:	Tokyo, Japan
Mode of Internship^:	Physical
Job Code:	J003

About the Employer:

Custom Media is an award-winning bilingual digital integrated marketing, content creation, and strategic communications agency based in Tokyo.

Custom Media provides data-driven, targeted marketing solutions with a strong focus on customer engagement and a solid return-on-investment approach. Their services encompass strategy, creation, and technology.

<https://custom-media.com/>

Job Descriptions:

- Planning, researching, and writing SEO-optimized Blog Posts (600 -800 words), including for (but not limited to) GoConnect.jp and Japan Luxury Lifestyle
- Contributing to SEO procedures (Keyword Research, Competitor Analysis, SEO Audit, On-Page SEO)
- Published the bi-monthly GoConnect Newsletter from Mailchimp based on the scheduled calendar
- Contributing to social media platforms (LinkedIn, Instagram, Facebook, and YouTube) and posting content based on Social Media Calendar
- Entering, managing, and interpreting data from digital marketing tools, not limited to Adobe Creative Suite, Google Analytics, Mailchimp, Google Forms, Google Ads Manager, Meta Ads Manager, Hubspot, Canva, Bit.ly, Hootsuite, and WordPress
- Create Landing Pages and Campaigns with GoConnect Partners to attract more Subscribers to the GoGonnect email list
- Attending internal, client, and vendor meetings
- Supporting the sales team in preparing lead lists and presentation materials
- Research Content and events happening
- Making preparations for GoConnect online and onsite event
- Any other reasonable duties assigned by management

Requirements:

- Knowledge of digital marketing channels
- Eagerness to expand skills in:
 - Digital content creation
 - Design
 - Administration
 - Online research
 - Reporting

Language Requirements:

- Good command of spoken and written English
- Japanese language skills are advantageous but not mandatory

Benefits:

- Meal allowance of 1,000 JPY per working day at the office
- Reimbursement for public transportation expenses to and from the office and to external company meetings