



Head of Marketing

Lead a small team in a growing business

Job Information

Recruiter

Advisory Group K.K.

Job ID

1480339

Industry

Other

Company Type

Small/Medium Company (300 employees or less)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 18 million yen

Refreshed

April 7th, 2025 03:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Head of Marketing Opportunity

Location: Tokyo, Japan (Hybrid, ~2 days WFH)

Salary: Up to 18 million JPY annually

What's In It For You:

- **Flexibility:** Enjoy a hybrid work model with ~2 days a week working from home.
- **Competitive Pay:** Earn up to 18 million JPY annually plus benefits.
- **Creative Freedom:** Bring your ideas to the table, at a company that values innovation and are looking for someone who can proactively develop and implement marketing initiatives without being micromanaged.
- **Growth Opportunity:** Be a key player in a growing business. This is your chance to shape the marketing function and

drive the company's success in Japan

- **Collaborative Environment:** Work closely with our Japan Country Head and a passionate team in a dynamic, startup-like atmosphere. Communication with global (In English)

What You'll Do:

- **Develop and Implement:** Create and monitor a localized marketing action plan based on corporate strategic directions and business objectives.
- **Analyze and Adapt:** Conduct continuous analysis of the competitive environment and consumer trends, using insights to refine the marketing strategy.
- **Collaborate and Support:** Work closely with the Sales and Technical teams to help them achieve their commercial goals by providing appropriate tools and marketing content.
- **Create and Ensure Quality:** Participate in the development of marketing materials with headquarters, ensuring they comply with corporate standards.
- **Oversee and Manage:** Supervise all marketing activities, establish priorities, manage work organization, and oversee the local marketing team.
- **Stay Current:** Keep up to date of the latest marketing trends and best practices in Japan.
- **Plan and Budget:** Plan and manage the marketing action plan and budget.

Required Skills

About You:

- **Experienced Manager:** You've held a senior marketing role, ideally in a startup or small business. You know the challenges and rewards of building from the ground up and have extensive experience managing a small team
- **Proactive:** You don't wait for instructions. You see what needs to be done and you do it. Creativity and initiative are your strengths.
- **Marketing Strategist:** You've successfully crafted and implemented marketing strategies, making lesser-known brands attractive to top talent and customers.
- **Bilingual:** Fluency in Japanese and business-level English is a must.
- **Knowledgeable:** You're up-to-date with the latest marketing trends and best practices, especially in Japan.

Note: While industry-specific experience is not a requirement, a solid background in B2B marketing is essential. The Marketing Director will play a pivotal role in shaping the company's marketing strategies and ensuring a productive and engaging work environment for the Marketing team.

Ready to make an impact with your marketing expertise? Apply today—we're excited to hear from you!

Company Description