

Media Manager - Major Fashion Brand

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Job Information

Recruiter

Michael Page

Job ID

1491216

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

August 21st, 2024 18:11

General Requirements

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

Lead the media planning to maximize brand visibility and reinforce brand desirability. Elevate brand with focusing on the most premium media partners, contents and formats across all media types.

Client Details

One of the world's leading luxury brands. Having originated in Europe, it has expanded to becoming a household name in the industry.

Description

- Develop local media strategy, according to global brand premise, global media strategy and marketing calendar with product launch.
- Manage holistic media planning across offline and online.
- Lead analytics and finding insights from media campaign reports.
- Manage LINE account with developing communication plan based on marketing calendar.
- Manage media budget with best allocation by media based on a local media strategy.

Job Offer

- Opportunity to work in an international environment.
- Chance to work with one of the biggest names in fashion.
- Opportunity for career growth within larger fashion group.
- International work environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

- Working experience in media fields, being engaged in media planning and buying for both offline and online media.
 - Knowledge of latest Japanese media landscape.
 - People Management skill.
 - Native level in Japanese and Business level in English.
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Company Description

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