

# BURBERRY

Marketing Coordinator | オンライン+オフラインマーケティング経験のある方ご応募をお待ちしております

SNS・デジタルマーケティング+イベント・キャンペーン企画や実行の経験を活かす

## Job Information

### Hiring Company

Burberry Japan K.K.

### Job ID

1491579

### Industry

Apparel, Fashion

### Company Type

Large Company (more than 300 employees) - International Company

### Job Type

Permanent Full-time

### Location

Tokyo - 23 Wards, Chuo-ku

### Salary

3.5 million yen ~ 5 million yen

### Salary Bonuses

Bonuses paid on top of indicated salary.

### Work Hours

9:30~18:00 (フレックス制度あり)

### Refreshed

December 24th, 2024 02:00

## General Requirements

### Minimum Experience Level

Over 1 year

### Career Level

Mid Career

### Minimum English Level

Business Level (Amount Used: English usage about 50%)

### Minimum Japanese Level

Fluent

### Minimum Education Level

Bachelor's Degree

### Visa Status

Permission to work in Japan required

## Job Description

### JOB PURPOSE

As Marketing Coordinator, you will be responsible for managing LINE account activities, assist the Marketing manager with media, sales promotion, VIP & Influencer marketing to reinforce our position and presence in the luxury brand market. This position will be the liaison between Headquarters, agencies, department stores, any other necessary vendors and the local

team.

## RESPONSIBILITIES

- Lead LINE account management; including but not limited to, develop and maintain the content calendar for LINE, align marketing strategies and promotional campaigns
  - Assist the Marketing Manager with planning and executing advertising campaigns and events, by closely communicating with Headquarters and various vendors
  - Support planning and executing VIP/ Influencers marketing by maintaining a contact database, coordinating with external partners, providing administrative support, and monitoring campaign/project effectiveness
  - Liaise with various vendors, assist daily administrative tasks for the Marketing division
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## Required Skills

- Experience in marketing or a similar role in the luxury fashion industry
  - Fluent in Japanese, business level or higher in English (reading, writing, speaking)
  - Microsoft Office Suite
  - Well-organized, proactive, flexible
  - Excellent communication and collaboration skills
  - Passionate about Burberry and the role
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## Company Description