

BURBERRY

Marketing Assistant

ラグジュアリー/アパレル業界での経験のある方

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

August 27th, 2024 15:45

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 Assistant, 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