



Michael Page

www.michaelpage.co.jp

Brand Manager - Lifestyle Apparel Brand

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Job Information

Recruiter

Michael Page

Job ID

1491612

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 11 million yen

Refreshed

August 27th, 2024 16:17

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

Engage in innovative online and offline storytelling for brand. Lead the integrated, cross-functional marketing process with the goal of increasing the awareness and demand for the brand.

Client Details

A global lifestyle apparel brand that has grown into a household name. They are a company that values the well-being of their customers and employees.

Description

- Develop and localize integrated Marketing strategy for all the channels from Social Media, PR, etc.
- Oversee Brand strategy, development, and execution of campaigns, relationship, and social program.
- Partner with the cross functional teams including product, retail, and ecom on a consistent basis.
- Track and measure impact of local tactics and reactions as well as budget.

Job Offer

- Opportunity to work in an international environment.

- Hybrid work environment.
- Competitive bonus.
- Competitive holiday plan.

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

Required Skills

- Passionate about sports, health and well-being.
 - Campaign production experience both from strategy and production sides.
 - Experience in brand or integrated marketing (preferably in retail/apparel/sports).
 - Sports marketing or Mens brand experience is a plus.
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Company Description

A global lifestyle apparel brand that has grown into a household name. They are a company that values the well-being of their customers and employees.