



## Marketing Director / マーケティング部長

### Manager Position

#### Job Information

##### Recruiter

Ahead Japan

##### Hiring Company

Global company

##### Job ID

1501474

##### Industry

Retail

##### Company Type

Small/Medium Company (300 employees or less) - International Company

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

9 million yen ~ 13 million yen

##### Refreshed

November 5th, 2024 09:40

#### General Requirements

##### Minimum Experience Level

Over 10 years

##### Career Level

Executive

##### Minimum English Level

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

##### Minimum Japanese Level

Fluent

##### Minimum Education Level

Technical/Vocational College

##### Visa Status

Permission to work in Japan required

#### Job Description

- Design in collaboration with the Headquarters the product marketing policy for Japan (product offer, seasonality, pricing, creation of themes, marketing events...)
- Analyze the performance of the categories, products and market, and study the trends to identify opportunities of development and make correctives actions for the marketing plan
- Support the products training activities for the retail boutiques and establish clear visual merchandising guidelines for in-store presentation
- Harmonize with France the packaging and window designs when relevant and develop Japan-specific ones otherwise, in line with the marketing themes and seasonal events
- Propose and implement process improvements and marketing actions to ensure a high level of satisfaction in terms of

- customer experience
  - Lead the digital activities of the Maison, manage and upgrade the company's website and boost the communication on SNS and with influencers
  - Manage the development of new projects in line with criteria of ambition, profitability, sales and timing, in line with the company's expectations
  - Support the process of production forecasting and budget planning by providing data about products, quantities and sales mix, in collaboration with other departments
  - Work and manage the relationship with the suppliers for PR, packaging, and web operations
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## Required Skills

- Minimum 10 years of experience in marketing, communication or merchandising; food, retail or luxury industry is a plus
  - Bachelor's degree or above in Marketing / Communication or Business Management; MBA is a plus
  - Business-level Japanese and English language skills; French is a plus
  - Creative, innovative mindset with an interest in the company's products
  - Proactive, agile and entrepreneurial personality with self-learning capabilities
  - Strong people management skills and sense of responsibility
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## Company Description