

## Brand Marketing Manager - Luxury Cosmetics [8-9M JPY]

### Brand Manager - Luxury Cosmetics

#### Job Information

##### Recruiter

Michael Page

##### Job ID

1503398

##### Industry

Advertising, PR

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

8 million yen ~ 9 million yen

##### Refreshed

November 13th, 2024 14:25

#### 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

Design and drive the implementation of the local marketing strategy. Define the strategic long-term vision for brand marketing in Japan, (communication channel footprint and mapping, public relations, influencer marketing, sponsorships, product placement).

##### Client Details

A western brand renowned for its quality and luxury cosmetics. The brand focuses on skincare, haircare, and fragrance products. They're expanding steadily in Japan, with a beautiful office in central Tokyo with natural lighting and design for relaxation.

##### Description

- Understand what makes the brand unique in a measurable manner.
- Ensure the Brand's presence in media outlets/channels to improve awareness.
- Lead the implementation of PR events, sponsorships and collaborations to maintain brand presence.
- Design and implement the product placement plan and activities to ensure an adequate visibility.

##### Job Offer

- International work environment.
- Hybrid work available.
- Summer Fridays off.
- Beautiful office in central Tokyo.

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

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## Required Skills

- 5 years communication/PR experience minimum (preferably in one or more of the following industries: beauty, skincare, fashion or design industries).
  - A strong interest in literature (writing experience as a columnist or a blogger is a plus).
  - Experience with digital communication/PR tools is a plus (e.g. Meltwater, PR Analyzer, etc.).
  - Native level Japanese and Business level English.
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## Company Description

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