



Michael Page

www.michaelpage.co.jp

Senior Marketing Communication Manager - Consumer Electronics

Senior Marketing Communication Manager

Job Information

Recruiter

Michael Page

Job ID

1506199

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 12 million yen

Refreshed

November 22nd, 2024 14:33

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

The role will create and implement strategies to elevate brand awareness and increase sales. The role involves managing brand communications across diverse media channels and reports to the Marketing Communications and Digital Director.

Client Details

The client is a renowned, globally expanding consumer brand known for its commitment to innovation and quality in everyday home products. They offer a collaborative culture where creativity and strategic thinking are highly valued, making it a unique opportunity for professionals eager to impact a rapidly growing APAC market.

Description

- Develop and manage marketing communication plans across media channels.
- Lead strategy for brand messaging through research-informed insights.
- Supervise budgeting, planning, and project execution.
- Create assets for effective consumer engagement across touch points.
- Oversee marketing communication projects and team coordination.

Job Offer

- Competitive salary and comprehensive benefits.
- Leadership in major, high-impact projects.
- Opportunities for career advancement in a supportive team.
- A collaborative, innovative work culture based in Tokyo.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

Required Skills

- Holds a BA degree or equivalent, with extensive experience in marketing communications.
 - Strong experience in TVC planning, development, and media purchasing.
 - Skilled in consumer insights and strategic, research-backed marketing.
 - Fluent in Japanese and proficient in English for global interactions.
 - Proficient in budget and project management, with leadership skills.
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Company Description

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