



Marketing Manager

Job Information

Recruiter

[Cornerstone Recruitment Japan K.K.](#)

Job ID

1508240

Division

Marketing

Industry

Amusement, Entertainment

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 7 million yen

Refreshed

December 20th, 2024 05:00

General Requirements

Minimum Experience Level

Over 3 years

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

Develop – supported by our team – and implement integrated marketing strategies that align with the company's business objectives and drive increased visitor traffic and brand loyalty.

> Manage all aspects of public relations, including coordination of press releases and relations with media, influencers, and other industry leaders.

> Manage our social media presence, including Facebook, Instagram, TikTok and additional channels that may be deemed relevant. Create and publish engaging content tailored to our unique audiences.

> Plan and coordinate entertainment and events that enhance the visitor experience and promote the

■ Market's vibrant atmosphere. Work closely with artists, performers, and other cultural entities.

> Foster strong, collaborative relationships with all concessionaires to ensure they are aligned with the Market's standards and goals. Act as the primary marketing liaison to support their promotional activities and enhance their presence within the Market.

> Ensure that all marketing and promotional materials are in line with our brand identity including assisting in the creation

and editing of promotional material.

- > Monitor and report on the effectiveness of marketing campaigns and events using predefined KPIs.
 - > Utilise data, trends and customer feedback to inform future campaigns and improve the visitor experience.
 - > Support incident / crisis responses – supported by our team – ensuring that the brand is safeguarded.
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Required Skills

Bachelor's degree in marketing, PR, or a related field.

- > At least 3-5 years of experience in marketing management, preferably in hospitality, retail, or entertainment sectors.
 - > Demonstrable experience in managing marketing campaigns, PR initiatives, and brand activations across diverse geographies.
 - > Excellent communication, interpersonal, and presentation skills.
 - > Proven ability to manage social media platforms and craft engaging content.
 - > Experience in event planning and management.
 - > Ability to work effectively across different geographies, cultures, and teams.
 - > Strong networking capabilities with media, PR agencies, and market stakeholders.
 - > Ability to communicate both in Japanese (native level) and English (business level). English communication is required working with TOM management team.
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Company Description