


www.michaelpage.co.jp

Brand Marketing Specialist

Outdoor Wear Brand Marketing Specialist

Job Information

Recruiter
[Michael Page](#)
Job ID

1513927

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 6 million yen

Refreshed

December 25th, 2024 10:12

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

The Brand Marketing Specialist will work closely with the Marketing manager and other team members to support the development of integrated marketing plans. They would drive their day-to-day execution to position the brand as an authentic outdoor brand in Japan.

Client Details

An expanding outdoor brand that has become one of the major pillars of the industry in the Japan market. They are renowned in the sports, hiking, and running circles.

Description

- Develop and implement effective promotion plans for the brand and products.
- Plan and execute events where consumers can directly interact with the brand.
- Maximize brand and product exposure by establishing good relationships with necessary media and stylists and editors.
- Provide necessary products to contract athletes and ambassadors who embody the brand.
- Develop content for consumer communication media operated by the company.

Job Offer

- Hybrid work environment.
- Flex time available.
- Opportunity to work in an international environment.
- Opportunity for occasional travel.

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

Required Skills

- Experience managing multiple projects and productions simultaneously with on-brief, on-budget and on-time delivery.
 - Experience translating business objectives, product benefits, and product stories into consumer facing creative executions.
 - A deep understanding of media channels, trends, and content types.
 - Driver's license.
 - Native level Japanese.
 - Proficiency in English is a plus.
-

Company Description

An expanding outdoor brand that has become one of the major pillars of the industry in the Japan market. They are renowned in the sports, hiking, and running circles.