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## Footwear Marketing Specialist

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1520478

**Industry**

Advertising, PR

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 7 million yen

**Refreshed**

February 4th, 2025 16:57

#### 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 Marketing Specialist is responsible for planning and execution of integrated seasonal marketing campaigns. This role will be owning the adaptation of global marketing materials to best suit the local needs, expansion on the global storytelling ideas to come up with local campaigns and delivery of locally relevant content.

#### Client Details

Our client is a major up-and-coming brand in the sports/footwear category. They are expanding their team and are looking for experienced people to help further strengthen their business.

#### Description

- Develop campaign strategies and manage the creative development of seasonal brand.
- Work with all channel marketing members to transforming strategic initiatives into a comprehensive plan.
- Lead the local creative development and implementation work across all physical and digital channels, including but not limited to digital ad, OOH, film, text etc.
- Responsible for ensuring global and local brand guidelines are created and met across all consumer messaging.
- Support the management of external creative agencies, including identifying new partner candidates, contract management, invoicing, product briefing sessions, etc.

## Job Offer

- International work environment.
- Hybrid work environment.
- Flextime available.
- Chance to work from beautiful office building 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

- Experience in a related role overseeing digital marketing, paid media, social media management etc.
  - Experience with project management.
  - Footwear or related industry experience is a plus.
  - NATIVE level Japanese and Business level English.
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## Company Description

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