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On Premise Head of Marketing

On-Premise Marketing Lead - FMCG

Job Information

Recruiter
[Michael Page](#)
Job ID

1521190

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 16 million yen

Refreshed

February 6th, 2025 17:37

General Requirements

Career Level

Executive

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Shape and execute national marketing strategies to enhance brand image and drive consumption in the on-premise sector. Lead a team, collaborate cross-functionally, and manage key activations and partnerships.

Client Details

A globally recognized beverage brand known for innovation and cultural impact. With a strong presence in nightlife, hospitality, and events, the company creates unique experiences that connect with trendsetters and key industry players.

Description

- Develop and implement the national on-premise marketing strategy.
- Train and equip teams with marketing tools to drive visibility and engagement.
- Execute trade and consumer marketing programs to increase brand awareness.
- Oversee activations at key events, festivals, and hospitality venues.
- Monitor market trends and identify new business opportunities.
- Build strong relationships with key accounts, influencers, and event organizers.
- Lead and develop a high-performing marketing team.
- Manage budget allocation for on-premise marketing initiatives.

Job Offer

- Lead marketing efforts for an internationally renowned brand.
- Work in a fast-paced and creative environment.
- Competitive compensation and career development opportunities.
- Exposure to international teams and best practices.
- Hands-on involvement in high-profile events and activations.

If you are a driven and innovative marketing leader looking to make an impact within a global brand in Tokyo, we encourage you to apply for this On Premise Head of Marketing position.

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

A successful On Premise Head of Marketing should have:

- Strong background in marketing, trade marketing, or brand strategy.
- Experience in the on-premise/hospitality industry and event marketing.
- Analytical mindset with strategic planning skills.
- Excellent leadership and communication abilities.
- Proficient in English with strong collaboration skills.

Company Description

A globally recognized beverage brand known for innovation and cultural impact. With a strong presence in nightlife, hospitality, and events, the company creates unique experiences that connect with trendsetters and key industry players.