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Creator Marketing Lead - FMCG

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Job Information

Recruiter
[Michael Page](#)
Job ID

1521811

Industry

Distribution

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

February 12th, 2025 17:35

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Own and execute the creator marketing strategy, ensuring alignment with global goals while tailoring initiatives to Japan's market. Build and manage a network of creators, driving engagement and brand integration.

Client Details

Join an industry-leading brand known for its innovation, dynamic culture, and strong global presence. Be part of a company that pushes boundaries in media, sports, and entertainment, offering unparalleled career opportunities.

Description

- Develop and execute the creator marketing strategy in Japan.
- Build and manage relationships with influencers and creators, especially YouTubers and Tiktokers.
- Lead creator-led projects and ensure strong product integration.
- Align marketing efforts with global and local business objectives.
- Manage and mentor a small team to achieve strategic goals.
- Stay ahead of trends and bring innovative activations to life.

Job Offer

- Work with a globally recognized brand.
- Drive innovation in creator marketing.
- Competitive salary and benefits.
- Opportunities to collaborate with top creators and influencers.
- A fast-paced and creative work environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

Required Skills

- Deep knowledge of the creator and influencer landscape.
 - Experience in marketing, media, or event production.
 - Strong project management and team leadership skills.
 - Excellent relationship-building abilities.
 - Fluent in Japanese and English.
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Company Description

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