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Brand Marketing Manager

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Job Information

Recruiter
[Michael Page](#)
Job ID

1522082

Industry

Other (IT, Internet, Gaming)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 15 million yen

Refreshed

February 17th, 2025 21:15

General Requirements

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

An exciting opportunity for a creative Brand Marketing Manager to steer and grow the brand presence in the consumer tech industry. The ideal candidate will have a strong background in brand strategy and campaign execution.

Client Details

Our client is a global industry-leading consumer technology company.

Description

- Develop and implement brand marketing strategies and campaigns to enhance brand visibility and growth.
- Lead the marketing team to deliver successful campaigns on time and within budget.
- Monitor and analyze market trends and competitors' strategies to identify opportunities.
- Collaborate with internal departments and external agencies to ensure brand consistency.
- Manage and optimize the marketing budget to achieve the best results.
- Establish and maintain relationships with key industry partners and stakeholders.
- Report on campaign performance and provide insights for improvement.

Job Offer

- An attractive salary package including base salary and bonus
- A culture that fosters innovation and continuous learning.
- The chance to make a significant impact in the leisure, travel & tourism industry.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ryan Li on +813 6832 8902.

Required Skills

You should have:

- A degree in Marketing, Business Administration, or related field.
 - Proven experience in brand marketing
 - TV media buying and planning experience is a big plus
 - Strong leadership skills and the ability to manage a team.
 - Excellent communication and presentation skills.
 - Exceptional creativity and problem-solving abilities.
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Company Description

Our client is a global industry-leading consumer technology company.