


www.michaelpage.co.jp

Marketing Manager - K-Beauty

Marketing Manager - K-Beauty

Job Information

Recruiter
[Michael Page](#)
Job ID

1524735

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

March 4th, 2025 15:59

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

We are seeking a Marketing Manager with a creative mindset and the ability to lead and inspire a team. This role is ideal for someone who thrives in a fast-paced environment in the FMCG industry.

Client Details

Our client is a top 3 K-beauty brand known for its strong presence in Japan, where it generates 100 oku JPY in annual sales. The brand excels in influencer marketing and pop-up store activations, allowing customers to engage with products firsthand, boosting brand awareness and sales.

Description

- Develop and implement marketing strategies to promote products
- Lead and inspire the marketing team to achieve set objectives
- Analyze market trends and competitors' strategies
- Manage agency relationships and collaborations
- Oversee the execution of marketing campaigns
- Monitor and report on marketing performance metrics
- Work closely with sales and product teams to align strategies

- Ensure brand consistency across all marketing channels

Job Offer

- Comprehensive benefits package
- Opportunity to work in a collaborative and innovative environment
- Clear career progression path
- Exposure to global FMCG markets

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

Required Skills

A successful Marketing Manager should have:

- A bachelor's degree in marketing, business, or a related field
 - A proven track record in a similar role in the FMCG industry
 - Strong leadership and team management skills
 - Proficiency in digital marketing strategies and tools
 - Exceptional analytical and decision-making skills
 - Excellent communication and presentation skills
 - Knowledge of current marketing trends and techniques
-

Company Description

This global beauty brand is a leader in the K-beauty industry, with Japan as its largest market. The company is expanding its team in Japan, where it operates as the only true subsidiary, blending Korean and Japanese business culture. Known for its innovative marketing strategies, strong retail partnerships, and influencer-driven approach, it offers a unique environment for professionals passionate about beauty and brand growth.