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Marketing Manager at an expanding Law Firm

Marketing Manager

Job Information

Recruiter
[Michael Page](#)
Job ID

1524790

Industry

Legal

Company Type

Small/Medium Company (300 employees or less)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

March 5th, 2025 14:02

General Requirements

Minimum Experience Level

Over 3 years

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 Manager will be responsible for developing and executing marketing strategies to drive revenue growth, overseeing both mass and digital advertising campaigns to maximize client acquisition. The role includes leading marketing initiatives tailored to each office location, managing the marketing budget, and producing business reports.

Client Details

Our client is a distinguished law firm with offices all around Japan, specializing in employment law. Established with a commitment to providing exceptional legal services, the firm has earned a reputation for excellence in handling complex cases related to labor disputes, unfair dismissal, salary disputes, unpaid overtime, and retirement benefits claims. Ranked among the top 200 law firms in Japan, the firm employs around 20 lawyers, all dedicated to helping clients with employment-related legal matters.

The firm, which is continually expanding, is now looking for a Marketing Manager to help increase its visibility in Japan.

Description

- Planning and execution of marketing strategies to increase benefits.
- Managing advertising operations (mass advertising and digital advertising) to maximize customer acquisition based on data.
- Lead marketing measures according to each area while maintaining close communication with each branch office.
- Managing marketing budgets and creating business reports.

Job Offer

- Competitive compensation package.
- Full flex working hours.
- Work for a rising law firm and on marketing projects related to employment matters.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Jamel Akalay on +81 3 6832 8935.

Required Skills

- Over 5 years of experience in developing and executing marketing strategies, with preferably a background in digital marketing and KPI management.
- Proficient in data analysis, including using tools like GA, AA, and SQL for performance tracking, and experienced in applying statistical methods and data mining techniques.
- Strong communication skills with a customer-centric approach, capable of leading digital marketing initiatives and guiding a team to achieve business objectives.
- Fluent Japanese and business-level proficiency in English.

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