

MichaelPage

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Immunology Marketing Lead

Marketing Lead - Immunology

Job Information

Recruiter
[Michael Page](#)
Hiring Company

EU Pharmaceutical Company

Job ID

1530889

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 15 million yen

Work Hours

Monday - Friday (09:00 - 18:00)

Refreshed

April 4th, 2025 11:08

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

- Join a global pharmaceutical leader in shaping the marketing strategy for a key asthma treatment. This role offers the opportunity to develop brand plans, execute tactical initiatives, and contribute to long-term growth in a high-priority market.

Client Details

- The company is a multinational pharmaceutical organization with a strong presence in immunology. Japan is a key market, allowing for strategic autonomy and investment in innovative marketing initiatives. This position plays a central role in the continued success of the respiratory portfolio.

Description

- Develops and implements annual marketing brand plans for asthma
- Leads the asthma marketing team in executing tactical brand initiatives
- Oversees product strategy, customer engagement, and market prioritization
- Collaborates with global and local teams on brand positioning and strategy
- Creates long-term strategies to maximize the value of the respiratory portfolio
- Supports talent development within the immunology franchise

Job Offer

- Competitive salary and benefits package.
- Opportunity to lead and influence in a cutting-edge field.
- Flexible working options, fostering a healthy work-life balance.
- Global exposure and collaboration in a forward-thinking environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ed Marsden on +813 6832 8981.

Required Skills

- Experience in pharmaceutical marketing, with a focus on ethical pharma
 - Sales experience or line management experience is an advantage
 - Background in respiratory or biologics is preferred
 - Knowledge of market analysis, forecasting, and financial planning
 - Strong communication and negotiation skills in Japanese and English
 - Bachelor's degree required; MBA is a plus
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Company Description

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