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On Premise Marketing Lead - Beverage brand (non-alcohol)

On-Premise Marketing Lead - FMCG

Job Information

Recruiter
[Michael Page](#)
Job ID

1531002

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 15 million yen

Refreshed

April 6th, 2025 16:57

General Requirements

Career Level

Executive

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Seeking an innovative and results-driven On Premise Head of Marketing with a passion for brand development and strategy within the FMCG industry. The ideal candidate will be adept at leading the marketing team, driving growth, and developing creative campaigns.

Client Details

Our client is a well-established organization in the FMCG industry, renowned for their energetic and innovative approach to business. With a significant presence in Tokyo, they are recognized as a market leader in their sector, boasting a robust team of marketing professionals.

Description

- Develop and execute on-premise marketing strategies and plans
- Oversee the marketing budget and ensure effective allocation of resources
- Lead a team of marketing professionals, fostering a creative and productive environment
- Collaborate with the sales team to drive profitable growth and market share
- Monitor market trends and competitor activities
- Establish productive relationships with key stakeholders

- Manage agency partners to deliver high quality, on-brand campaigns
- Evaluate and report on marketing performance and metrics

Job Offer

- Opportunities for professional growth and development
- Collaborative and innovative work culture
- Comprehensive benefits package

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 On Premise Head of Marketing should have:

- A degree in Marketing, Business or a related field
 - Proven experience in a similar leadership role within the FMCG industry
 - Excellent strategic planning and execution skills
 - Strong leadership and team management abilities
 - Exceptional communication and negotiation skills
 - A creative mindset, with the ability to think outside the box
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Company Description

A globally recognized beverage brand known for innovation and cultural impact. With a strong presence in nightlife, hospitality, and events, the company creates unique experiences that connect with trendsetters and key industry players.