

MichaelPage

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Retail Marketing Manager - Luxury

Retail Marketing Manager

Job Information

Recruiter

Michael Page

Job ID

1532330

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

April 14th, 2025 18:54

General Requirements

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 Retail Marketing Manager will utilize creative and innovative strategies to engage customers, boost traffic, and increase sales conversions. This role will help with event organization, campaign management, and product launches.

Client Details

Our client is a major name in luxury fashion, renowned for their trendy yet simplistic designs. They are a major player and under a larger fashion group that promote internal movement.

Description

- Develop and implement strategic retail marketing plans to increase store traffic and sales performance.
- Collaborate with retail, merchandising, visual merchandising, e-commerce, and business planning.
- Plan and execute retail marketing campaigns, including in-store activations, seasonal promotions, and product launches.
- Organize and execute retail events, including VIP experiences, fashion showcases, and store openings.
- Manage GWP (Gift with Purchase) selection, inventory, and distribution.

Job Offer

- Hybrid work available.
- Flextime available.
- International work environment.
- Chance for career growth within larger parent group.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

Required Skills

- Experience in retail marketing, preferably within the fashion, luxury, or retail industry.
 - Strong understanding of market trends, consumer behavior, and retail marketing strategies.
 - Understanding of CRM and customer engagement initiatives.
 - Ability to multitask in a fast-paced environment and manage multiple stakeholders effectively.
 - NATIVE level Japanese and Business level English
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Company Description

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