

**MichaelPage**

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## Integrated Marketing Manager (10M)

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1534796

**Industry**

Other

**Company Type**

Large Company (more than 300 employees) - International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen ~ 10 million yen

**Refreshed**

April 22nd, 2025 16:05

#### General Requirements

**Minimum Experience Level**

Over 3 years

**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

You will lead and execute marketing strategy tailored to the Japanese market in alignment with global HQ. This role blends hands-on execution with team leadership in a dynamic, high-growth environment.

#### Client Details

Our client is a rapidly expanding international beauty brand known for its trend-driven products and strong digital presence. With a collaborative partnership between Japan and global HQ, they offer a unique platform for marketers to shape brand strategy locally while contributing to global success. Their Tokyo office blends entrepreneurial spirit with structured support, making it an ideal place for proactive and innovative professionals.

#### Description

- Develop and execute integrated marketing strategies aligned with brand goals and HQ direction
- Manage full-funnel campaigns across paid media, PR, and retail channels
- Handle budget planning, allocation, and reporting to optimize marketing ROI
- Lead collaboration with internal teams and external agencies to deliver cohesive campaigns
- Analyze campaign performance, define KPIs, and implement data-driven improvements
- Support and mentor junior team members, fostering cross-functional collaboration
- Ensure brand consistency and campaign alignment across online and offline touchpoints

#### Job Offer

- Key leadership role in a growing international brand
- Opportunity to shape marketing direction in a high-visibility position
- Close collaboration with global HQ and international teams
- Supportive, cross-functional team environment with room to grow
- Attractive salary and benefits package tailored to your experience

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

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#### Required Skills

- 5+ years of marketing experience in a brand or agency setting
- Proven ability to lead both strategic planning and hands-on execution
- Experience managing marketing budgets and performance metrics
- Strong collaboration and stakeholder management skills
- N.a.t.i.v.e-level Japanese with business-level English; Korean is a plus
- Team leadership or people development experience is preferred
- Strong ownership mindset, highly proactive and adaptable

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