



Marketing Manager

募集職種

人材紹介会社

Cornerstone Recruitment Japan 株式会社

求人ID

1508240

部署名

Marketing

業種

アミューズメント・エンターテインメント

会社の種類

中小企業 (従業員300名以下) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区

給与

600万円 ~ 700万円

更新日

2024年12月20日 05:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

Develop – supported by our team – and implement integrated marketing strategies that align with the company’s business objectives and drive increased visitor traffic and brand loyalty.

> Manage all aspects of public relations, including coordination of press releases and relations with media, influencers, and other industry leaders.

> Manage our social media presence, including Facebook, Instagram, TikTok and additional channels that may be deemed relevant. Create and publish engaging content tailored to our unique audiences.

> Plan and coordinate entertainment and events that enhance the visitor experience and promote the

■ Market’s vibrant atmosphere. Work closely with artists, performers, and other cultural entities.

> Foster strong, collaborative relationships with all concessionaires to ensure they are aligned with the Market’s standards and goals. Act as the primary marketing liaison to support their promotional activities and enhance their presence within the Market.

> Ensure that all marketing and promotional materials are in line with our brand identity including assisting in the creation

and editing of promotional material.

- > Monitor and report on the effectiveness of marketing campaigns and events using predefined KPIs.
 - > Utilise data, trends and customer feedback to inform future campaigns and improve the visitor experience.
 - > Support incident / crisis responses – supported by our team – ensuring that the brand is safeguarded.
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スキル・資格

Bachelor's degree in marketing, PR, or a related field.

- > At least 3-5 years of experience in marketing management, preferably in hospitality, retail, or entertainment sectors.
 - > Demonstrable experience in managing marketing campaigns, PR initiatives, and brand activations across diverse geographies.
 - > Excellent communication, interpersonal, and presentation skills.
 - > Proven ability to manage social media platforms and craft engaging content.
 - > Experience in event planning and management.
 - > Ability to work effectively across different geographies, cultures, and teams.
 - > Strong networking capabilities with media, PR agencies, and market stakeholders.
 - > Ability to communicate both in Japanese (native level) and English (business level). English communication is required working with TOM management team.
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会社説明