

MichaelPage

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## Footwear Marketing Specialist

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## 募集職種

## 人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

## 求人ID

1520478

## 業種

広告・PR

## 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

2025年02月04日 16:57

## 応募必要条件

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 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

The Marketing Specialist is responsible for planning and execution of integrated seasonal marketing campaigns. This role will be owning the adaptation of global marketing materials to best suit the local needs, expansion on the global storytelling ideas to come up with local campaigns and delivery of locally relevant content.

## Client Details

Our client is a major up-and-coming brand in the sports/footwear category. They are expanding their team and are looking for experienced people to help further strengthen their business.

## Description

- Develop campaign strategies and manage the creative development of seasonal brand.
- Work with all channel marketing members to transforming strategic initiatives into a comprehensive plan.
- Lead the local creative development and implementation work across all physical and digital channels, including but not limited to digital ad, OOH, film, text etc.
- Responsible for ensuring global and local brand guidelines are created and met across all consumer messaging.
- Support the management of external creative agencies, including identifying new partner candidates, contract management, invoicing, product briefing sessions, etc.

## Job Offer

- International work environment.
- Hybrid work environment.
- Flextime available.
- Chance to work from beautiful office building in central Tokyo.

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

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## スキル・資格

- Experience in a related role overseeing digital marketing, paid media, social media management etc.
  - Experience with project management.
  - Footwear or related industry experience is a plus.
  - NATIVE level Japanese and Business level English.
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## 会社説明

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