

MichaelPage

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## On Premise Head of Marketing

## On-Premise Marketing Lead - FMCG

## 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

1521190

## 業種

その他

## 雇用形態

正社員

## 勤務地

東京都 23区

## 給与

1300万円 ~ 1600万円

## 更新日

2025年02月06日 17:37

## 応募必要条件

## キャリアレベル

エグゼクティブ・経営幹部レベル

## 英語レベル

流暢

## 日本語レベル

流暢

## 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

Shape and execute national marketing strategies to enhance brand image and drive consumption in the on-premise sector. Lead a team, collaborate cross-functionally, and manage key activations and partnerships.

## Client Details

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.

## Description

- Develop and implement the national on-premise marketing strategy.
- Train and equip teams with marketing tools to drive visibility and engagement.
- Execute trade and consumer marketing programs to increase brand awareness.
- Oversee activations at key events, festivals, and hospitality venues.
- Monitor market trends and identify new business opportunities.
- Build strong relationships with key accounts, influencers, and event organizers.
- Lead and develop a high-performing marketing team.
- Manage budget allocation for on-premise marketing initiatives.

## Job Offer

- Lead marketing efforts for an internationally renowned brand.
- Work in a fast-paced and creative environment.
- Competitive compensation and career development opportunities.
- Exposure to international teams and best practices.
- Hands-on involvement in high-profile events and activations.

If you are a driven and innovative marketing leader looking to make an impact within a global brand in Tokyo, we encourage you to apply for this On Premise Head of Marketing position.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

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## スキル・資格

A successful On Premise Head of Marketing should have:

- Strong background in marketing, trade marketing, or brand strategy.
- Experience in the on-premise/hospitality industry and event marketing.
- Analytical mindset with strategic planning skills.
- Excellent leadership and communication abilities.
- Proficient in English with strong collaboration skills.

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## 会社説明

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.