

BURBERRY

Marketing Manager

Job Information

Hiring Company[Burberry Japan K.K.](#)**Subsidiary**

Burberry Japan

Job ID

1286436

Industry

Apparel, Fashion

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Salary

7 million yen ~ 10 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

May 2nd, 2024 01:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

JOB PURPOSE

Manage and execute marketing strategies within Japan, understanding key drivers within the regions to build brand awareness, brand momentum and business growth through strong integrated initiatives with a focus on retail – reporting into Marketing & Communication Director.

The marketing manager is responsible for developing the marketing strategy and overseeing the implementation of all marketing related initiatives (local media, coop marketing, events etc).

Work closely with the other functions including merchandising, retail, client engagement teams to create coordinated marketing activation plans.

RESPONSIBILITIES

- Work with Marketing & Communication director to build 360° Brand and product campaigns
- Manage and implement initiatives to drive traffic and strong brand presence in key cities and ensure close connection with Client Engagement and retail teams to provide tactical support to drive traffic and revenue goals
- Collaborate with retail team to secure exposure in department store media, such as seasonal catalogues, websites, and in-store signage, in key sales momentum
- Work closely with global media team to develop and execute the effective media plan
- Develop event strategy and action plans to roll out branding and commercially tactical initiatives. Taking ownership and involving global and local stakeholders for best execution
- Manage event budget, setting clear KPIs, and measuring and reporting ROI
- Keep an eye on competitors' activities, reporting best practices to UK and local key stakeholders
- Depend on experiences, digital marketing might be within the scope

Required Skills

PERSONAL PROFILE

- Extensive experience in fashion marketing
- Strong and effective communicator
- Exceptional organisational skills
- Committed team player
- Excellent attention to detail/follow up
- Professional approach to all work and office situations
- Interest and enthusiasm for marketing, branding, technology and digital communication
- Interest in community and culture marketing

Company Description

Founded in 1856, Burberry today remains quintessentially British, with outerwear at its core. Digital luxury positioning and intensive focus on design innovation, quality and heritage icons of the trench coat, trademark check and Prorsum knight, ensure continued brand purity and relevance globally across genders and generations.

At Burberry, every individual, every team and every function, shares an incredible passion for the brand and is guided by a 'brand-first' mind-set. Decisions are evaluated through the lens of the long-term health and vitality of the Burberry brand.

Burberry believes that in order to be a great brand it must also be a great company. Inspired by three Core Values - Protect, Explore, Inspire - rooted in the brand's heritage and continually informing its guiding principles, Burberry leverages its compassionate and creative thinking culture to continually innovate and drive the brand forward.