



Senior Brand Manager

Join the LEGO Team!

Job Information

Hiring Company

The LEGO Group

Job ID

1490768

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 27th, 2025 04:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

レゴ・グループの成長を共に牽引し、多くの子供たちにレゴの楽しさを届けていくためのエキサイティングな挑戦にぜひご参加ください!

レゴグループでは Senior Brand Manager を募集しています。
興味のある方は、以下のリンクから採用情報にアクセスください。
皆様の応募を心から楽しみにしております。

Are you energized to deliver impactful marketing strategies to help ignite the love for LEGO ® products in the hearts of kids and adults?

Join us on an exciting journey to drive the LEGO Group's brand growth to reach out to millions of children!

This role is based in Tokyo Japan and no relocation assistance is offered for this position.

Core Responsibilities:

- Deliver Japan consumer sales annual growth target by driving the increase of active user base and strengthening the brand health.
- Develop and implement marketing plans (including activations) for the assigned portfolio and audience to recruit more kids and shoppers based on key consumer/shopper and media insights in Japan.
- Lead and implement LEGO Masterbrand initiatives to build a strong brand in Japan and make the brand perception even cooler and better.
- Collaborate strongly with multiple partners including internal Marketing sub-teams, Sales teams, Operations teams and regional Marketing team.
- Orchestrate multi-touch point content planning. Work cross-functionally with key partners to gear the owned / earned / shared / paid (OESP) activities enabled by content towards sales and brand impact.
- Lead the annual media planning by working with APAC region and media agency.
- Lead relationships with external media agency, creative agency and IP partners to generate strong and sustainable consumer demand.
- Be a part of marketing leadership team to lead brand marketing team as senior manager and be responsible for the brand marketing team development with Marketing Director.

Play your part in our team succeeding

LEGO Japan is one of the key markets for APAC region of The LEGO Group. Our organization consists of Sales, Marketing, Operation, Finance and HR department, and the size of the organization is approximately 60 including temporary workers.

The Marketing team is made of 5 teams; Brand Marketing, Trade Marketing, Digital Marketing, PR & Partnership and Marketing Planning.

This role sits in brand marketing to build strong brand, generate consumer demand and driving the business targeting core audience Kids 6-12, preschool and Teen/Adults.

Required Skills

Do you have what it takes?

- Solid experience in branding and marketing, preferably in the branded goods industry or categories including but not limited to Apparel & Fashion, Retail, Luxury, FMCG, and Sports.
- Experience in managing wide portfolio with sub-categories.
- Strong strategic, digital and well-rounded end-to-end thinking—the ability to translate global or regional strategy into local priorities.
- Strong understanding “Audience First” approaches and had experiences in leading large scale integrated marketing campaigns, digital / social communication, and partnerships / sponsorships.
- Demonstrated results orientation with successful experience in decision making, data centricity, bravery to test hypothesis, a constantly-learning approach, strong analytical and evaluation skills and ability to turn findings into action.
- Strong project management skills; experience working in a very fast paced environment while maintaining acute attention to detail and get things done at high quality.
- Strong collaborator and able to work across various internal functions and external stakeholder.
- Strong verbal and written communication skills in both Japanese (Business level proficiency) and English language to collaborate with colleagues globally.

Applications are reviewed on an ongoing basis. However, please note we do amend or withdraw our jobs and reserve the right to do so at any time, including prior to any advertised closing date. So, if you're interested in this role we encourage you to apply as soon as possible.

What's in it for you?

Here is what you can expect:

Family Care Leave - We offer enhanced paid leave options for those important times.

Insurances – All colleagues are covered by our life and disability insurance which provides protection and peace of mind.

Wellbeing - We want our people to feel well and thrive. We offer resources and benefits to nurture physical and mental wellbeing along with opportunities to build community and inspire creativity.

Colleague Discount – We know you'll love to build, so from day 1 you will qualify for our generous colleague discount.

Bonus - We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.

Workplace - When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. Our hybrid work policy means an average of 3 days per week in the office. The hiring team will discuss the policy and role eligibility with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

The LEGO Group is highly committed to equal employment opportunity and equal pay and seeks to encourage applicants from all backgrounds (eg. sex, gender identity or expression, race/ethnicity, national origin, sexual orientation, disability, age and religion) to apply for roles in our team.

Research shows that women and people from different minority backgrounds often only apply for a job if they meet 100% of the listed qualifications. If you dream of being a part of our team and you meet many, but not all of our listed qualifications for this role, please apply.

The LEGO Group is fully committed to Children's Rights and Child Wellbeing across the globe. Candidates offered positions with high engagement with children are required to take part in Child Safeguarding Background Screening, as a condition of the offer.

Thank you for sharing our global commitment to Children's Rights.

Just imagine building your dream career.

Then make it real.

Join the LEGO® team today.

Company Description