



## Marketing Manager

### Job Information

**Recruiter**

Cornerstone Recruitment Japan K.K.

**Job ID**

1508240

**Division**

Marketing

**Industry**

Amusement, Entertainment

**Company Type**

Small/Medium Company (300 employees or less) - International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 7 million yen

**Refreshed**

February 13th, 2026 02:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

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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### Required Skills

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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### Company Description