

**MichaelPage**

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## Consumer Activation Expert - FMCG

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1543092

**Industry**

Other

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 9 million yen

**Refreshed**

May 29th, 2025 22:47

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

You'll lead and support the planning and execution of in-store and digital consumer activations. This role bridges marketing insights and retail impact, contributing to national campaign success.

#### Client Details

Join one of the world's most recognized lifestyle FMCG brands with a strong global presence. The Japan office offers a collaborative, fast-paced environment where marketing, culture, and innovation converge. You'll work alongside passionate teams that shape consumer engagement and bring bold brand visions to life.

#### Description

- Develop and implement national consumer activations for both retail and digital
- Analyze data and insights to shape strategy and execution plans
- Collaborate closely with Marketing, Sales (On & Off-Premise), and global HQ
- Manage projects from agency briefing to execution and performance review
- Create customer sell-in presentations with compelling narratives
- Report and evaluate campaign effectiveness using key KPIs

## Job Offer

- Exposure to global brand marketing and retail collaboration
- Be part of an internationally recognized FMCG brand
- Hybrid working environment with flexible hours
- Hands-on ownership of national consumer campaigns
- Opportunity to collaborate with HQ and international teams

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

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## Required Skills

- Marketing experience in FMCG, retail, or consumer promotions
  - Strong project management and stakeholder coordination skills
  - Able to translate data into strategic, actionable marketing plans
  - Business-level English and fluent Japanese required
  - Analytical mindset and self-starter attitude
  - Passionate about consumer engagement and brand storytelling
  - Comfortable working cross-functionally and under deadlines
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## Company Description

A globally recognized FMCG brand known for its innovation, high-energy culture, and strong market presence. This is an opportunity to work in a forward-thinking marketing team that values creativity, data-driven decision-making, and impactful brand activations.