

**MichaelPage**

www.michaelpage.co.jp

## Gaming Partnerships Specialist - FMCG

### Gaming Partnerships Specialist - FMCG

#### Job Information

**Recruiter**

Michael Page

**Job ID**

1543579

**Industry**

Other

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

June 4th, 2025 11:58

#### 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

Lead and manage exciting partnerships with top game publishers in Japan. Be the bridge between global gaming initiatives and local execution.

#### Client Details

Our client is a globally recognized consumer brand known for innovation, creative marketing, and a strong presence in gaming and esports. With a culture that empowers ownership and creativity, this is your chance to join a company where energy, culture, and community collide.

#### Description

- Serve as the main contact for Japanese game publishers
- Activate and manage co-branded projects and events
- Negotiate and manage agreements in coordination with legal teams
- Align cross-functional teams for smooth execution of gaming initiatives
- Support content and asset creation using video game IP
- Develop compelling presentations and post-activation reports
- Track trends and propose new activation strategies

**Job Offer**

- Opportunity to work within a leading FMCG company with a strong global presence.
- Engagement in exciting gaming and esports projects in Tokyo.
- Comprehensive benefits package and supportive workplace culture.
- Chance to grow professionally in a high-energy and impactful role.

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

---

**Required Skills**

- Experience managing gaming or entertainment partnerships
  - Strong understanding of IP/media rights and contract review
  - Excellent communication and relationship-building skills
  - Analytical mindset with attention to detail
  - Collaborative approach and adaptable to fast-moving environments
  - Deep interest and knowledge of gaming and esports culture
- 

**Company Description**

Our client is a globally recognized consumer brand known for innovation, creative marketing, and a strong presence in gaming and esports. With a culture that empowers ownership and creativity, this is your chance to join a company where energy, culture, and community collide.