

MichaelPage

www.michaelpage.co.jp

Brand Manager - European Automotive - Up to 11M**Brand Marketing - Automotive FS - 11M****Job Information****Recruiter**

Michael Page

Job ID

1543620

Industry

Automobile and Parts

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 10 million yen

Refreshed

June 4th, 2025 18:39

General Requirements**Career Level**

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

Drive sales promotions and improve dealer-side processes for automotive finance products.
Collaborate with importers to design and implement marketing strategies that enhance customer loyalty and sales efficiency.

Client Details

This company is the financial services arm of a leading international automotive group, providing leasing, loans, insurance, and credit services for a portfolio of well-known European vehicle brands. They play a key role in expanding the customer base and strengthening brand loyalty across Japan by offering innovative, customer-focused finance solutions.

Description

- Plan and execute sales promotion campaigns and evaluate their effectiveness through regular reporting.
- Create promotional tools and digital content in collaboration with importers and dealerships.
- Develop and launch new finance products and customer services (e.g. vehicle subscriptions, EV-specific services).

- Present strategies and performance updates at dealer conferences and internal leadership meetings.
- Lead process improvement projects, including BI reporting automation and tool usability enhancements.

Job Offer

- Competitive annual salary: ¥7.5M-¥11M for Manager level, ¥5M-¥7.5M for Staff level (plus overtime for Staff).
- Annual bonus: 15% (Manager) or 10% (Staff) of base salary.
- Comprehensive benefits including pension, transportation allowance, and full social insurance.
- 126 annual holidays including weekends, public holidays, and year-end holidays.
- Up to 20 days of paid leave annually, with additional perks such as a welfare club and special allowances.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

Required Skills

- Experience in developing and executing business or service concepts from planning to implementation and analysis.
- Skilled in data analysis and process optimization in a commercial or operational context.
- Bachelor's degree and a valid driver's license required.
- Business-level English proficiency, or willingness to develop and use English in a professional setting.
- Passion for the automotive industry and a proactive mindset toward innovation and improvement.

Company Description

This company is the financial services arm of a leading international automotive group, providing leasing, loans, insurance, and credit services for a portfolio of well-known European vehicle brands. They play a key role in expanding the customer base and strengthening brand loyalty across Japan by offering innovative, customer-focused finance solutions.