

# MichaelPage

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## CRM Manager - Global Beauty Brand

### CRM Manager -Skincare Brand

#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1543654

**Industry**

Daily Necessities, Cosmetics

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 10 million yen

**Refreshed**

June 5th, 2025 12:20

#### General Requirements

**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

- Lead the implementation of CRM and data tools tailored to the Japanese market.
- Ensure project success from initiation to post-launch operation while supporting cross-functional collaboration.

#### Client Details

This client is a premium international company with a long-standing reputation for excellence in the beauty and wellness industry. With a strong presence in Japan and across the globe, the company is known for its innovation in customer experience and commitment to digital transformation. Employees enjoy a collaborative, multicultural work environment that supports career growth and personal development.

#### Description

- Lead and manage CRM & data tool implementation projects, ensuring localization and timely delivery.
- Act as the key liaison between local, APAC, and global teams.
- Conduct gap analysis and adapt tools and strategies to meet Japanese business needs.
- Manage UAT, data migration, and project documentation.
- Analyze CRM data to generate customer insights and support retention strategies.
- Oversee customer data quality, control, and maintenance.

- Collaborate with marketing to plan and execute CRM campaigns and loyalty programs.

#### Job Offer

- Lead impactful CRM transformation projects in a globally respected company.
- Collaborative work culture with strong support from regional and HQ teams.
- Exposure to digital innovation in customer experience.
- Career growth opportunities in project management and CRM strategy.
- Competitive salary and benefits package.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

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#### Required Skills

- Fluent Japanese, business-level English
- 3-5 years in CRM, data, or project management
- B2C or retail industry background
- Proficient in CRM tools, data analysis (SQL, Tableau, etc.)
- Strong communication and stakeholder management skills
- Experience with marketing automation is a plus
- Collaborative, adaptable, and customer-focused

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#### Company Description

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