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Head of Marketing - Global Asset Management firm

Marketing Head - Global Asset Management

Job Information

Recruiter
[Michael Page](#)
Job ID

1543760

Industry

Asset Management

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

16 million yen ~ 25 million yen

Refreshed

June 6th, 2025 15:12

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Executive

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

This position is a Head of marketing function in Tokyo office. This person will lead a high-performing marketing team, ensure brand consistency, and implement integrated, multi-channel marketing strategies aligned with global standards. The role demands strong cross-functional collaboration with local sales, investment, and product teams, as well as international marketing leadership, with a strong emphasis on digital marketing.

Client Details

This privately held global investment management firm, manages more than \$500 billion in client assets across equities, fixed income, private equity, hedge funds, and multi-asset strategies. With offices in 35+ cities worldwide and over 2,500 employees, the firm is consistently recognized as a top workplace in the financial services sector. Built on a culture of collaboration, long-term focus, and employee ownership, the company blends deep investment expertise with a strong commitment to ethical, inclusive, and client-focused business practices.

Description

- Develop and implement comprehensive marketing strategies to support local sales and brand growth.
- Oversee the execution of tactical programs: advertising, events, digital campaigns, and content development.
- Lead, coach, and grow a high-performing local marketing team while fostering a collaborative, performance-driven culture.
- Serve as brand guardian for East Asia, ensuring all communication aligns with global standards.
- Collaborate with global marketing, product, investment, legal, and compliance teams to ensure strategic alignment and regulatory adherence.

Job Offer

- Highly competitive compensation package
- leadership role in a globally recognized asset management firm
- Hybrid and flexible work environment
- Direct collaboration with global marketing leadership

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Shotaro Nakamura on +81 3 6832 8640.

Required Skills

- 10+ years of marketing experience in Financial Services industry
- Strong expertise in digital marketing, content development, and integrated campaigns.
- Professional fluency in Japanese and English (both written and verbal).
- Proven leadership presence, with the ability to gain trust across senior stakeholders and global teams.

Company Description

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