

MichaelPage

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Consumer Activation Expert - FMCG

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Job Information

Recruiter

Michael Page

Job ID

1543791

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 9 million yen

Refreshed

June 8th, 2025 19:54

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.

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.