

MichaelPage

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Senior Brand Marketing Manager - Luxury

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Job Information

Recruiter

Michael Page

Job ID

1544579

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 12th, 2025 20:35

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

Drive brand growth through strategic marketing, ATL & BTL activation, and market positioning. Collaborate with global teams to enhance brand presence and consumer engagement.

Client Details

A prestigious global company in the luxury industry, known for its premium portfolio and commitment to innovation. The company fosters a collaborative and creative work environment, offering employees the opportunity to shape the future of world-class brands.

Description

- Develop and execute strategic brand marketing plans for long-term growth.
- Oversee ATL activities, including media, PR, influencer marketing, and events.
- Lead BTL initiatives to drive consumer engagement and sales impact.
- Ensure synergy between ATL and BTL strategies for maximum brand visibility.
- Act as the main brand representative for regional and global stakeholders.
- Foster cross-functional collaboration to enhance business performance.
- Guide the team and brands towards achieving ambitious growth targets.

Job Offer

- Competitive compensation package with premium benefits.
- Flexible working hours with remote work options.
- Exclusive staff sales and family sales of the Luxury Group.
- Work in a dynamic, international, and creative environment.

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

Required Skills

- Strong expertise in brand marketing and commercial strategy.
 - Experience working in a global corporate environment.
 - Creative thinker with excellent problem-solving skills.
 - Strong analytical abilities and a data-driven mindset.
 - Exceptional communication and stakeholder management skills.
 - Proactive, hands-on approach with a solution-oriented mindset.
 - Passion for lifestyle brands, dining, and luxury experiences.
 - Fluent in Japanese and English.
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Company Description

A prestigious global company in the luxury industry, known for its premium portfolio and commitment to innovation. The company fosters a collaborative and creative work environment, offering employees the opportunity to shape the future of world-class brands.