

MichaelPage

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Media Planning Lead - FMCG

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Job Information

Recruiter

Michael Page

Job ID

1544582

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 12th, 2025 20:41

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 the sourcing strategy for marketing and sales services across Japan. Collaborate regionally to execute impactful procurement plans in a key consumer goods business.

Client Details

Join a global consumer goods company known for its iconic brands and commitment to excellence. With a collaborative and international work culture, this employer offers stability, strong ethical values, and continuous professional growth across regions and functions.

Description

- Execute annual sourcing strategy for Marketing & Sales services in Japan
- Manage \$30M+ spend across multiple subcategories (media, creative, digital, etc.)
- Align local strategy with global/regional procurement initiatives
- Partner with local stakeholders and global sourcing communities
- Conduct negotiations, RFPs, and supplier performance management
- Benchmark and implement marketing procurement best practices
- Lead supplier innovation and risk management strategies

- Ensure governance, compliance, and continuous improvement
- Act as key contact for supplier and internal stakeholder relationships

Job Offer

- Competitive salary.
- Opportunities for career growth within the FMCG industry.
- A supportive and collaborative work culture in the Tokyo office.
- Challenging and impactful work in a recognized company.
- Potential for professional development and skill enhancement.

If you are ready to make a significant impact as a Commercial Manager Marketing and Sales, we encourage you to apply for this exciting opportunity in Tokyo!

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

Required Skills

- Solid knowledge in digital media planning, media buying, media KPI analyses to ensure effectiveness and efficiency targets
- 10+ years of working experience in media agency or in-house media planning role for mid to high budget level brands, FMCG background preferred
- Skilled in supplier relationship and performance management
- Strong commercial and negotiation acumen
- Confident communicator, experienced with cross-functional teams
- Proficient in Japanese and English (business-level fluency required)
- Comfortable working in a matrixed, regional/global setup

Company Description

Join a leading global consumer goods company known for its iconic brands and commitment to excellence in procurement. With a collaborative and international work culture, this employer offers stability, strong ethical values, and continuous professional growth across regions and functions.