

MichaelPage

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Marketing Manager - Protein bar

Marketing Manager Global Snacking Brand

Job Information

Recruiter

Michael Page

Job ID

1544584

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 12th, 2025 20:43

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

Shape the marketing strategy and execution for a growing global snack brand in Japan. This role combines creative leadership with hands-on brand building across multiple channels.

Client Details

Join a well-established international FMCG company known for its high-quality, health-conscious snack products with a strong social mission. The brand has a unique identity that values transparency, wellness, and positive impact, and offers a truly collaborative and entrepreneurial team culture.

Description

- Develop and implement effective marketing and advertising strategies
- Collaborate with sales and product development teams to understand product offerings
- Coordinate with external agencies for promotional activities
- Monitor and analyze market trends and competitors' strategies
- Prepare detailed marketing forecasts and reports
- Manage marketing budgets effectively
- Ensure brand consistency across various marketing initiatives

- Lead and manage the marketing team effectively

Job Offer

- Comprehensive benefits package
- An opportunity to work in a culturally diverse and vibrant environment
- Career growth opportunities in a leading FMCG company
- Generous holiday leave policy

If you are looking to take your career to the next level in a thriving FMCG industry in Tokyo, this is the perfect opportunity for you. Apply today!

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

Required Skills

A successful Marketing Manager should have:

- A degree in Marketing, Business Administration, or a related field
- Experience in the FMCG industry, especially in marketing roles
- Proven track record in leading successful marketing campaigns
- Exceptional analytical skills to interpret market trends
- Proficient knowledge in the latest marketing techniques and social media platforms
- Excellent communication and leadership skills

Company Description

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