

MichaelPage

www.michaelpage.co.jp

Brand Associate - Product Marketing and Media

Product Marketing and Media Associate

Job Information

Recruiter

Michael Page

Job ID

1544585

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 12th, 2025 20:50

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

Lead content-driven brand campaigns for a top-tier beauty haircare brand. You'll co-own brand planning, with a strong focus on digital, social, and e-commerce channels.

Client Details

This global FMCG leader is behind some of the most iconic personal care brands in Japan and worldwide. With a strong focus on sustainability, flexibility, and DEI, they offer a modern, supportive environment where you can grow your career and contribute to high-impact brand work.

Description

- Co-lead digital and social-first marketing strategy for the haircare brand
- Execute brand plans across touchpoints, with strong content and media integration
- Manage creative and digital agencies, ensuring alignment with brand vision
- Drive brand growth through e-commerce, influencer, and PR initiatives
- Monitor brand budget and ensure accurate forecasting
- Collaborate with cross-functional teams and global stakeholders

Job Offer

- Bonus paid 3x annually
- Fully flexible working hours (within 5:00-22:00 on weekdays)
- WFA (Work From Anywhere) policy
- Extensive holidays: 123+ days off annually
- Pension schemes, insurance, and commuting allowance
- Discounts on company products + stock purchase plan
- Career break program and flexible work options for parenting
- Side jobs allowed

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

Required Skills

- Background in brand marketing, especially in consumer goods or lifestyle categories
- Confident working with social-first and digital campaigns
- Understands beauty trends, visual storytelling, and brand building
- Comfortable working with agency partners and internal teams
- Strong communication skills in Japanese (business-level or above) and English
- Able to manage budgets and make decisions based on data insights

Company Description

This global FMCG leader is behind some of the most iconic personal care brands in Japan and worldwide. With a strong focus on sustainability, flexibility, and DEI, they offer a modern, supportive environment where you can grow your career and contribute to high-impact brand work.