

MichaelPage

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Head of Marketing- Premium Fashion

Head of Marketing- Premium luxury

Job Information

Recruiter
[Michael Page](#)
Hiring Company

Premium Fashion company

Job ID

1544903

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

15 million yen ~ 18 million yen

Refreshed

June 17th, 2025 13:43

General Requirements

Career Level

Executive

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

We are seeking a strategic and innovative Head of Marketing to lead our established retail department in Tokyo. The ideal candidate will possess an exceptional ability to create and implement comprehensive marketing strategies that align with company goals.

Client Details

- Business in Japan is doing extremely well, going from 62M to 90M Euros in 2 years and they are aiming for 120M next year.
- They currently have 300 (50 in head office) people with 20 outlet, 55 SIS, 5 FS and stores under in addition to 3rd party operators
- They are planning to open 10 new stores per year

Description

- Leading the implementation of the overall marketing strategy for the company
- Conducting market research to keep abreast of trends and competitor's marketing movements

- Overseeing the company's marketing budget and ensuring effective allocation of resources
- Collaborating with other departments to align company messages, promotions, and goals
- Evaluating performance of marketing campaigns and making necessary adjustments
- Building and managing a high-performing marketing team
- Nurturing relationships with key stakeholders and potential clients
- Ensuring all marketing activities align with the company's brand identity and message

Job Offer

- An estimated salary range of 15M- 20M
- An opportunity to work with a leading company in the retail industry
- A strategic role in the company's marketing and agency department in Tokyo
- The chance to lead and inspire a dedicated team of marketers

If you believe you have the necessary skills and experience to excel as our Head of Marketing, we encourage you to apply today.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

Required Skills

A successful Head of Marketing should have:

- A degree in Marketing, Business, or a related field
- Strong understanding of the retail industry
- Proven track record of creating and implementing effective marketing strategies
- Excellent leadership and team management skills
- Exceptional communication and interpersonal skills
- Proficient in various marketing software and applications

Company Description

Our client is a renowned global fashion brand known for its luxurious and stylish products. They are a leader in the fashion industry, with a strong commitment to innovation and brand excellence.

They currently have 300 (50 in head office) people with 20 outlet, 55 SIS, 5 FS and stores under in addition to 3rd party operators