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Marketing Manager - Furniture Brand

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Job Information

Recruiter

Michael Page

Job ID

1545527

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

June 24th, 2025 16:01

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Lead strategic marketing efforts for both B2B and B2C segments in Japan, with a focus on digital platforms, brand activation, and local market execution.

Take charge of building the brand's digital footprint while supporting retail visibility and partner engagement.

Client Details

Our client is an international lifestyle and furniture group with a strong presence across Asia and Europe. With a dynamic, design-forward portfolio of brands, the company is expanding its B2C retail footprint in Japan while continuing to lead as a trusted B2B manufacturer and OEM/ODM supplier. You'll be joining a collaborative, cross-cultural team and working closely with regional headquarters to implement impactful marketing strategies tailored for the Japanese market.

Description

- Develop and implement the Japan marketing strategy for both B2B (OEM/ODM) and B2C retail brands.
- Build and manage the brand's online presence-launching a website and Instagram for the Japan market.

- Execute digital campaigns, manage influencer engagement, and oversee storytelling on social channels.
- Drive traffic to retail partners through a store locator and promotional activations.
- Conduct market research and collaborate with merchandising and sales teams on product strategy.

Job Offer

- High-ownership marketing role with autonomy in strategy and execution.
- Cross-functional exposure to merchandising, sales, and global teams.
- Opportunity to shape the brand's digital and physical presence in the Japanese market.
- Competitive compensation with long-term career development in a global business.
- International travel and collaboration with HQ

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

Required Skills

- Solid experience in marketing strategy, digital campaigns, and brand building-ideally in lifestyle, consumer goods, or home furnishings.
- Track record in leading digital platforms including Instagram, websites, and newsletters.
- Strong project management and analytical skills, with the ability to manage multiple stakeholders.
- Experience collaborating with international teams and adapting global strategies to local markets.
- Fluent in Japanese and English; Mandarin is a bonus.
- Strong media/press network or agency management experience preferred.

Company Description

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