

MichaelPage

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UP TO 15M JPY - Country Marketing Manager - Fintech company**Country Marketing Manager (Japan)****Job Information****Recruiter**

Michael Page

Job ID

1546219

Industry

Other (Banking and Financial Services)

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 15 million yen

Refreshed

June 27th, 2025 17:18

General Requirements**Minimum Experience Level**

Over 3 years

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

This role involves leading product launches in Japan, ensuring marketing materials align with local needs and brand identity. You'll collaborate with the HQ creative team to localize content, manage social media channels, and develop strategies to increase brand awareness and lead conversion.

Client Details

Our client is a rapidly growing fintech company offering digital payments with innovative, user-friendly solutions. The company has quickly gained recognition for its mobile payment services and operates in key markets across Asia, including Japan. Within a short time, it has expanded significantly, serving almost 50 000 merchants across the region. With impressive growth, the company recently secured the largest funding rounds in the payment sector, showing their will to grow bigger.

Description

- Lead the go-to-market strategy and product launches in Japan, ensuring all marketing materials are localized and aligned with the brand.
- Manage social media channels and collaborate with Business Development to enhance brand awareness, merchant acquisition, and market growth.
- Track campaign performance, analyze data to optimize results, and handle crisis management to protect the company's reputation.

Job Offer

- The chance to work for one of the rising star company in the payment industry.
- Build an entire marketing strategy based on your own vision.
- Work in an international environment.
- High compensation package.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Jamel Akalay on +81 3 6832 8935.

Required Skills

- At least 5 years experience of marketing in the payment industry.
 - **Fluent** proficiency in Japanese and strong English communication skills.
 - Deep understanding of market trends and regulatory requirements, with B2B marketing experience preferred.
 - Proven ability to manage social media platforms, collaborate cross-functionally, and analyze data to optimize marketing campaigns.
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Company Description

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