

MichaelPage

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Brand Marketing Manager - Furniture Brand

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Job Information

Recruiter

Michael Page

Job ID

1549944

Industry

Other (Manufacturing)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 11 million yen

Refreshed

July 23rd, 2025 00:00

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 the development and execution of top-of-funnel marketing initiatives including PR, influencer campaigns, and partnerships.

This is a senior-level position focused on driving brand awareness and cultural relevance through creative storytelling and strategic activations.

Client Details

Our client is a global **lifestyle brand** known for its **design innovation, sustainability, and digital-first approach**. With a decade of success behind them, they are redefining the way people live, work, and relax through high-quality, sustainable home products. Their Tokyo-based team operates in a hybrid, international work environment with a strong commitment to employee wellbeing, creativity, and growth. The culture is bold, fun, and purpose-driven-ideal for someone who thrives in fast-paced, modern work settings.

Description

- Own and drive brand awareness strategies across Japan, with a focus on PR, influencer, and partnership campaigns

- Plan and manage top-of-funnel marketing calendars including seasonal and product launch moments
- Lead ideation and execution of storytelling campaigns that generate buzz and media attention
- Collaborate with internal and external teams to execute impactful brand events
- Support and coach a small team of marketing specialists
- Partner with global and local teams to align on campaign execution, reporting, and localization
- Develop and maintain relationships with key media, influencers, and strategic brand partners
- Leverage offline media channels (OOH, experiential) in collaboration with the Performance Marketing team
- Measure and optimize campaign impact using brand KPIs and data tools

Job Offer

- Hybrid work environment with flexibility on working hours
- Office in a vibrant and creative neighborhood
- 20+ days of annual leave plus additional lifestyle-related time off
- Free products and generous employee perks
- Learning and development budgets and dedicated training days
- Inclusive, international, and value-driven workplace culture
- B-Corp certified company focused on environmental and social impact

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

- 10+ years of experience in brand marketing, PR, influencer marketing, or partnerships within the Japanese market
- Strong leadership background and ability to manage cross-functional teams
- Deep knowledge of Japanese cultural trends, from mainstream to subculture
- Proven experience creating campaigns that drive earned media and social buzz
- Established network with media, influencers, and creative partners
- Fluent in Japanese (native level) and proficient in English (business level)
- Strong balance of creativity and analytical mindset

Company Description

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