

**MichaelPage**

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## Creative Director - Furniture Brand

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1549946

**Industry**

Other (Manufacturing)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

9 million yen ~ 11 million yen

**Refreshed**

July 9th, 2025 21:57

#### 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

Drive brand storytelling and creative campaigns across all channels for the Japanese market.

Lead a small in-house team and collaborate with global counterparts to create culturally impactful, visually compelling brand experiences.

#### Client Details

Our client is a global lifestyle brand that combines design innovation, environmental responsibility, and digital-first thinking to reshape modern living. With a decade of success in the D2C space, they continue to push creative boundaries through bold marketing and product storytelling. The Japan team operates out of a vibrant, hybrid work environment with a strong focus on people, planet, and progress-making this an exciting place for creatives who want to make real impact while doing their best work.

#### Description

- Lead campaign ideation and storytelling for brand and growth marketing initiatives in Japan
- Collaborate with the global brand team to co-develop campaign ideas-not just localize

- Oversee concept development for social, product launches, and integrated brand campaigns
- Manage and mentor a designer and copywriter, fostering creativity and accountability
- Guide the creative production of assets across digital, print, website, and outdoor media
- Direct photo and video shoots-owning vendor coordination, budgeting, and art direction
- Review and approve visual and written work, ensuring brand consistency
- Stay up to date on creative best practices across channels like YouTube, Meta, X

#### Job Offer

- Flexible hybrid working style with a central Tokyo office
- International collaboration and creative autonomy
- 20+ days annual leave, with additional wellness and volunteer leave
- Free product perks and access to premium learning & development tools
- Inclusive and values-driven culture with real environmental impact (BCorp certified)
- Leadership opportunity in a small but empowered in-house team

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.

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#### Required Skills

- 5+ years of creative leadership experience in B2C (agency or in-house)
- Native-level Japanese and business-level English proficiency
- Strong strategic and hands-on background in visual storytelling, copy or art direction
- Demonstrated ability to lead teams and drive original campaign ideas
- Experience with digital and offline formats, including social ads, OOH, and PR
- Skilled in Adobe Creative Suite, Figma, and other design tools
- Experience directing and organizing photo/video shoots
- Confident executing full-funnel creative from concept through to final delivery

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#### Company Description

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