

MichaelPage

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Marketing Director (Japan and Asia) - Market entry F&B

Marketing Lead - F&B Market entry

Job Information

Recruiter

Michael Page

Job ID

1552109

Industry

Distribution

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

July 15th, 2025 20:49

General Requirements

Career Level

Executive

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Lead the market entry and brand marketing strategy for a top-tier U.S. beverage in Japan and Asia. You will oversee full-funnel campaigns, localize global assets, and collaborate across functions to ensure commercial success.

Client Details

A leading U.S. premium beverage company is set to expand into Japan and wider Asia. With a reputation for innovation, quality, and global reach, they foster a collaborative, forward-thinking environment-perfect for those eager to make a real impact on a high-potential brand launch.

Description

- Develop and execute integrated marketing strategies across ATL/BTL and digital/traditional channels
- Build brand plans from local consumer insights, aligned with global direction
- Drive market entry strategy and long-term positioning to maximize growth
- Localize global assets and adapt messaging for Japanese and Asian audiences
- Define KPIs and measure performance of key brand/product initiatives
- Design and run full-funnel campaigns using data-driven segmentation
- Lead demand generation for B2B and B2C via traditional and emerging media

- Coordinate with stakeholders to drive in-store and online success
- Establish SOPs to streamline marketing execution across touchpoints
- Create visual guidelines and support field/in-store activations
- Train distributor teams and manage localized events and packaging designs

Job Offer

- Lead and shape a new market entry from Day 1
- High level of autonomy and decision-making authority
- Collaborative, innovative, and international team culture
- Competitive compensation package with performance bonuses
- Opportunity to play a pivotal role in a high-potential brand's growth

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

Required Skills

- Proven track record in strategic brand management and multi-channel campaigns
- Expertise in digital marketing, performance tracking, and ROI optimization
- Fluent business-level Japanese and English communication skills
- Strong analytical mindset with excellent problem-solving abilities
- Leadership experience collaborating with cross-functional teams
- Creative thinker with a passion for premium consumer products
- Self-driven, adaptable, and comfortable navigating ambiguity

Company Description

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