

MichaelPage

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Assistant Marketing Manager (7-8M)**Assistant Marketing Manager (7-8M)****Job Information****Recruiter**

Michael Page

Job ID

1553528

Industry

Other

Company Type

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

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

July 30th, 2025 19:42

General Requirements**Minimum Experience Level**

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Drive end-to-end consumer marketing and e-commerce initiatives in Japan, supporting marketing plans, social media, and partner campaigns. You will play a vital role in developing marketing materials and channel programs to boost brand presence and online sales.

Client Details

Our client is a globally recognized brand committed to innovation and market leadership in their sector. Known for their creative approach and strong consumer focus, they offer an inspiring workplace culture where marketing professionals can thrive and make a tangible impact in Japan's competitive market.

Description

- Lead digital marketing efforts with a focus on Amazon Japan, optimizing content to improve rankings and customer engagement.
- Drive regional digital content updates, analyze performance, and implement improvements using data insights.
- Collaborate with sales teams to meet retailer requirements and coordinate online activations.
- Manage and localize e-commerce content, driving traffic and increasing conversion rates.
- Oversee social media content and leverage digital ads to enhance brand awareness and engagement.
- Coordinate PR activities, building relationships with media and key opinion leaders to maximize exposure.
- Design and develop POSM and communication materials tailored to channels and campaigns.
- Plan and execute channel marketing activities including promotions, product launches, and events.

Job Offer

- A chance to shape and lead marketing and e-commerce strategies for a top-tier brand.
- Collaborative and innovative work environment.
- Opportunities for professional growth and development.
- Competitive salary and benefits package.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

Required Skills

- Bachelor's degree in Marketing or related field.
- Mid-career level of experience in digital marketing.
- Strong knowledge of social media platforms, web analytics, and digital marketing best practices.
- Basic technical skills in HTML, CSS, or JavaScript.
- Highly creative, analytical, and data-driven.
- Excellent communication and interpersonal abilities.
- Up-to-date with the latest digital marketing trends and technologies.

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