

**MichaelPage**

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## Director of Marketing and Communications

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1553550

**Industry**

Hotel

**Job Type**

Contract

**Location**

Kyoto Prefecture

**Salary**

8 million yen ~ 9 million yen

**Refreshed**

July 31st, 2025 10:56

#### General Requirements

**Career Level**

Executive

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

The Director of Marketing and Communications will lead strategic marketing initiatives and oversee communication efforts to enhance brand visibility and engagement in the leisure, travel, and tourism industry. This role requires a results-driven professional with a proven ability to manage campaigns and align them with business objectives.

#### Client Details

This newly opened luxury hotel operates in the beautiful historic city of Kyoto. It is known for providing unique and memorable experiences to its customers. With a focus on innovation and customer satisfaction, the company is dedicated to delivering exceptional services.

#### Description

- Lead the new marketing department.
- Oversee branding initiatives to ensure consistency across all communication channels.
- Manage digital marketing campaigns, including social media, email, and content marketing.
- Collaborate with internal teams to align marketing and communication goals with business objectives.
- Analyze market trends and competitor activities to identify growth opportunities.
- Maintain strong relationships with media outlets and external stakeholders to enhance public relations efforts.

- Prepare and manage the marketing budget, ensuring cost-effective strategies.
- Measure and report on the performance of marketing campaigns, providing actionable insights.

### Job Offer

- Be based in a beautiful location in Kyoto.
- Career growth within a larger hotel group.
- A collaborative and innovative work environment.
- Potential for professional growth and impact within the organization.

This is a fantastic opportunity for a motivated professional to make a significant impact. If you are ready to take on this challenge, we encourage you to apply today!

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li on +81366276072.

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### Required Skills

A successful Director of Marketing and Communications should have:

- A strong background in marketing and communications, preferably in the leisure, travel, and tourism industry.
- Proven expertise in creating and implementing successful marketing campaigns.
- Experience in digital marketing tools and analytics platforms.
- Exceptional communication and leadership skills to manage teams and projects effectively.
- A solid understanding of branding and public relations strategies.
- Be based in or open to relocate to Kyoto.
- Fluent Japanese and Business English.

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### Company Description

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