

MichaelPage

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Marketing Manager

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Job Information

Recruiter

Michael Page

Job ID

1556064

Industry

Hotel

Job Type

Permanent Full-time

Location

Hokkaido

Salary

6 million yen ~ 7 million yen

Refreshed

August 22nd, 2025 15:16

General Requirements

Career Level

Mid Career

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

This exciting opportunity as a Marketing Manager in the leisure, travel, and tourism industry involves leading marketing strategies and campaigns to enhance brand visibility and customer engagement. Located in Niseko, this role is ideal for a results-driven professional with expertise in marketing and a passion for the tourism sector.

Client Details

The hiring company is a luxury hotel operating within the leisure, travel, and tourism industry based in Hokkaido. They are recognized for their focus on delivering exceptional experiences to clients and maintaining a strong presence in the market.

Description

- Develop and implement comprehensive marketing strategies to drive business growth.
- Oversee digital and offline marketing campaigns, ensuring alignment with company objectives.
- Analyze market trends and customer insights to identify opportunities for innovation.
- Collaborate with internal teams to create impactful content and promotional materials.
- Manage relationships with external agencies and vendors to optimize marketing efforts.
- Monitor and report on the performance of marketing initiatives, using data to guide decision-making.
- Plan and execute events and partnerships to enhance brand presence in the Niseko region.

- Ensure consistency in brand messaging across all communication channels.

Job Offer

- Opportunity to work in the picturesque Niseko region, a hub for leisure and tourism.
- Be part of an intimate community with a focus on impactful marketing initiatives.
- Potential for career growth and professional development within the industry.
- A permanent role with stability and long-term prospects.

If you are passionate about marketing in the leisure, travel, and tourism industry and are ready to make an impact in Niseko, 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.

Required Skills

A successful Marketing Manager should have:

- A strong background in marketing, particularly within the leisure, travel, and tourism industry.
- Experience in creating and executing successful marketing campaigns.
- Knowledge of digital marketing tools and platforms.
- Proficiency in analyzing data to inform strategies and improve performance.
- Open to relocate to Niseko or Kutchan in Hokkaido.
- Fluent in Japanese and English.
- Familiarity with the Niseko region and its tourism appeal is a plus.

Company Description

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