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Marketing manager (New launch,Ultra-rare disease)

Marketing Manager (Rare disease)

Job Information

Recruiter
[Michael Page](#)
Job ID

1559461

Industry

Pharmaceutical

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

14 million yen ~ 17 million yen

Refreshed

September 24th, 2025 12:06

General Requirements

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

The Marketing Manager will drive the marketing strategy and drive execution.

This is a hybrid role, combining responsibilities of both Brand Manager and Key Account Manager.

Client Details

This role is with a European Bioventure within the Pharma industry. Known for its innovative approach, the company is committed to advancing medicine in rare disease and Oncology.

Description
Marketing & Brand Management

* Lead the strategic planning and execution of marketing initiatives for new product ensuring alignment with global and local objectives.

* Develop product positioning, messaging, and campaigns tailored to the ultrarare disease community.

* Monitor market trends, competitor activity, and clinical developments in FOP to inform strategic decisions.

Key Account Management (KAM)

* Build and maintain relationships with healthcare professionals, hospitals, and payers specializing in FOP and ultra-rare disorders.

* Collaborate with cross-functional teams to achieve commercial objectives and optimize patient access.

* Support account-specific strategies and advocacy efforts.

Patient Advocacy & Engagement

* Partner with patient organizations and advocacy groups to understand needs and improve patient support programs.

* Develop educational materials and community initiatives to raise awareness and empower patients.

* Ensure patient perspectives are integrated into marketing and commercial strategies.

Job Offer

- Exiting chance to work on new launch
- Great career progression
- The chance to work in Tokyo, a vibrant city with global business opportunities.
- Be part of a small-sized organization dedicated to innovation in the Pharma industry.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nalisala Karnnganunvichit on +81 3 6832 8650.

Required Skills

A successful Marketing Manager should have:

- A strong background in marketing/area marketing, KAM in rare disease
- Experience in managing product launches and developing go-to-market strategies.
- Proficiency in market research and data analysis to guide decision-making.
- Excellent communication and collaboration skills.
- A results-driven mindset with a focus on achieving measurable outcomes.
- A solid understanding of marketing tools and digital platforms.
- Fluency in English; Japanese language skills are a plus.

Company Description

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