

Michael Page

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Brand Manager

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Job Information

Recruiter[Michael Page](#)**Job ID**

1560119

Industry

Advertising, PR

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 12 million yen

Refreshed

October 1st, 2025 17:21

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

As a Brand Manager in the retail industry, you will oversee marketing strategies and brand initiatives to enhance visibility and drive customer engagement. This role requires a strong ability to manage campaigns and collaborate with cross-functional teams to deliver impactful results.

Client Details

The company is a major organization in the sports retail industry with a reputation for delivering high-quality products. As part of a mid-sized team, they focus on innovation and maintaining a strong presence in the market.

Description

- Develop and implement effective marketing strategies to strengthen the brand's position in the retail industry.
- Manage brand campaigns, ensuring alignment with the company's vision and objectives.
- Collaborate with internal teams, such as sales and product development, to ensure consistent brand messaging.
- Analyze market trends and customer insights to identify opportunities for brand growth.
- Oversee the creation of promotional materials and content for various channels.
- Monitor and report on the performance of marketing initiatives to optimize future campaigns.
- Build and maintain relationships with external agencies and partners to support branding efforts.

- Ensure compliance with brand guidelines across all touchpoints and communications.

Job Offer

- Hybrid work available.
- International work environment.
- Flextime available.
- Career growth available.

If you are passionate about branding and eager to shape the future of a leading name in the retail industry, we encourage you to apply for this exciting Brand Manager role.

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

Required Skills

A successful Brand Manager should have:

- A degree in Marketing, Business Administration, or a related field.
- Proven experience in brand management or marketing roles within the retail industry.
- Strong analytical skills and the ability to interpret market data effectively.
- Excellent project management and organizational abilities.
- Proficiency in using marketing tools and software.
- Experience in RTW fashion.
- Fluent level Japanese and business level in English

Company Description

The company is a major organization in the sports retail industry with a reputation for delivering high-quality products. As part of a mid-sized team, they focus on innovation and maintaining a strong presence in the market.