

Senior Marketing Insights Manager | FMCG

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Job Information

Recruiter

[Michael Page](#)

Job ID

1560134

Industry

Distribution

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

October 1st, 2025 17:37

General Requirements

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

The Business Intelligence Senior Manager will oversee data-driven strategies and insights to support marketing and agency goals within the FMCG industry. This role requires a strong analytical mindset and the ability to translate data into actionable business solutions.

Client Details

This is an exciting opportunity with a well-established organization in the FMCG industry. Based in Tokyo, the company operates as a medium-sized business with a focus on delivering innovative solutions and maintaining a strong market presence.

Description

- Develop and implement business intelligence strategies to support marketing initiatives.
- Analyze large datasets to identify trends and opportunities for growth.
- Collaborate with cross-functional teams to ensure data-driven decision-making.
- Design and maintain dashboards and reporting tools for stakeholders.
- Oversee data collection processes to ensure accuracy and relevance.
- Present insights and recommendations to senior leadership.

- Lead projects to enhance data visualization and reporting capabilities.
- Stay updated with the latest trends and tools in business intelligence and FMCG.

Job Offer

- Comprehensive benefits package to support work-life balance.
- Opportunities to work in the heart of Tokyo within the FMCG industry.
- A permanent role with growth potential and career advancement opportunities.
- Exposure to cutting-edge tools and technologies in business intelligence.

Take the next step in your career and apply today to join a forward-thinking team in Tokyo!

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

Required Skills

A successful Business Intelligence Senior Manager should have:

- A strong background in data analysis, business intelligence, or a related field.
- Proficiency in data visualization tools such as Power BI or Tableau.
- Experience working within the FMCG industry is highly desirable.
- Excellent communication and presentation skills.
- The ability to manage multiple projects and meet deadlines effectively.
- A proven track record of delivering actionable business insights.
- A collaborative mindset for working with diverse teams in Tokyo.

Company Description

Our client is a global consumer brand known for its innovative marketing and strong presence in lifestyle, sports, and entertainment. They combine a unique company culture with a collaborative environment, offering employees the opportunity to directly influence brand experiences and market strategies in Japan.