

MichaelPage

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Digital Marketing Planner (7-8M)

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Job Information

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

1560572

Industry

Advertising, PR

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 9 million yen

Refreshed

October 3rd, 2025 14:38

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Entry Level

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Join a global entertainment company's Japan office as a Digital Marketing Planner, where you'll lead the planning and execution of social media strategies for high-profile artist campaigns. This role combines data-driven planning, creative content, and real-time fan engagement.

Client Details

Our client is the Japanese branch of a fast-growing global entertainment and lifestyle company known for producing world-renowned artists and setting global content trends. With a mission rooted in innovation and fan experience, they offer a collaborative and creative environment where professionals from diverse backgrounds work closely to deliver top-tier entertainment experiences.

Their Japan office, based in central Tokyo, operates with agility and high standards, driving forward cross-border initiatives

that bring global content to local fans.

Description

Plan and manage the social media content calendar for artist promotions in Japan.

Develop and produce creative campaign ideas aligned with local trends and fan interests.

Monitor and analyze fan reactions and campaign performance (quantitative and qualitative) across major platforms like TikTok, YouTube, X (Twitter), and Instagram.

Report KPIs and insights to guide future strategy.

- Coordinate with cross-functional teams to ensure smooth execution of digital initiatives.

Job Offer

- Competitive salary in the range of JPY 7200000 to JPY 8800000.
- Opportunities to work on innovative projects within the media and agency industry.
- A supportive and collaborative work environment in Tokyo.
- Access to professional development and training programs.
- Comprehensive benefits package including health and wellness perks.

If you are passionate about digital marketing and ready to make an impact in Tokyo, we encourage you to apply for this exciting opportunity.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Lien Nguyen at +81 3 6832 8657.

Required Skills

Bachelor's degree and 3+ years of consumer marketing experience in a business or agency setting.

Proven experience managing official brand or corporate social media accounts and campaigns.

Skilled in cross-functional project management and stakeholder communication.

Well-versed in Japanese social media trends and capable of presenting data and creative ideas clearly.

Ability to manage multiple projects in a fast-paced environment.

(Preferred) Experience in influencer marketing, entertainment, media, or advertising industries.

(Preferred) Basic graphic or video editing skills and familiarity with creative production workflows.

Company Description

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