

MichaelPage

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## Fashion- Brand Marketing Sr. Manager

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#### Job Information

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

1561127

**Industry**

Other

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

12 million yen ~ 13 million yen

**Refreshed**

October 9th, 2025 15:57

#### 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

Brand Marketing Sr. Manager will lead strategic marketing initiatives to strengthen brand identity and drive consumer engagement within the FMCG industry. This is an exciting opportunity to work in Tokyo, managing campaigns and collaborating with cross-functional teams to enhance brand presence.

#### Client Details

The hiring company is a large organization operating within the FMCG industry, known for its strong portfolio of globally recognized brands. They are dedicated to delivering innovative marketing solutions while maintaining a solid commitment to their customers and stakeholders.

#### Description

- Develop and execute comprehensive marketing strategies to elevate brand visibility.
- Lead cross-functional teams to ensure seamless campaign implementation and alignment with brand objectives.
- Oversee brand partnerships and collaborations to maximize market impact.
- Analyze market trends and consumer insights to inform strategic decisions.
- Manage the annual marketing budget and ensure cost-effective campaign execution.
- Collaborate with creative agencies to produce impactful marketing content.

- Monitor campaign performance and provide actionable recommendations for improvement.
- Maintain brand consistency across all marketing channels and touchpoints.

### Job Offer

- Competitive salary range around JPY 10,800,000 to JPY 13,200,000 annually.
- Opportunity to work with a globally recognized brand in the FMCG industry.
- Permanent role based in Tokyo with opportunities for professional growth.
- Collaborative and supportive company culture.
- Chance to lead impactful marketing initiatives in a dynamic environment.

If you are passionate about brand marketing and looking to advance your career in Tokyo, we encourage you to apply for Brand Marketing Sr. Manager role today!

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

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### Required Skills

A successful Brand Marketing Sr. Manager should have:

- A strong background in brand marketing within the FMCG industry.
- Proven expertise in managing large-scale marketing campaigns and budgets.
- Experience collaborating with creative agencies and cross-functional teams.
- Exceptional analytical skills to interpret consumer and market data.
- A results-driven mindset with a focus on achieving measurable outcomes.
- Strong communication skills and the ability to influence stakeholders at all levels.

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### Company Description

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