

MichaelPage

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Marketing Director - Global Entertainment Brand

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Job Information

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

1561659

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

October 14th, 2025 19:00

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

Lead all marketing activities for Japan, including brand, digital, trade, and events. Drive awareness and consumer engagement by adapting global strategies to the local market.

Client Details

Our client is a global leader in licensed sports and entertainment collectibles, partnering with the world's top leagues, athletes, and entertainment franchises. With an expanding global footprint, the company is redefining the collectibles experience for fans and collectors through innovation, storytelling, and strategic collaborations. The Japan team plays a key role in local market growth, bringing the passion of sports and pop culture to life for fans across the country.

Description

- Develop and implement comprehensive marketing strategies to enhance brand visibility and growth.
- Lead and mentor a team of marketing professionals to achieve departmental objectives.
- Collaborate with cross-functional teams to align marketing initiatives with business goals.
- Analyze market trends and consumer data to inform decision-making and campaign adjustments.
- Oversee the planning and execution of advertising and promotional campaigns.
- Manage the marketing budget to ensure effective allocation of resources.

- Build relationships with external agencies to optimize campaign delivery and outcomes.
- Report on campaign performance and present actionable insights to senior management.

Job Offer

- Comprehensive benefits package, including stock options.
- Opportunity to work in a vibrant Tokyo location.
- Be part of a respected organization in the FMCG sector.
- Engage in challenging and rewarding marketing projects.

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 Marketing Director should have:

- A degree in marketing, business, or a related field.
 - Extensive experience in the FMCG industry, preferably in a leadership role.
 - Strong expertise in developing and executing marketing strategies.
 - Proficiency in analyzing market trends and consumer behavior.
 - Excellent leadership and team management skills.
 - Proven ability to manage budgets and deliver measurable results.
 - Fluent in Japanese and English
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Company Description

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