



Understanding People

## Social Creative Lead / SNSクリエイティブ責任者

FMCG industry, Creator-led content

## Job Information

## Recruiter

Specialized Group

## Job ID

1583711

## Industry

Food and Beverage

## Job Type

Permanent Full-time

## Location

Tokyo - 23 Wards

## Salary

Negotiable, based on experience

## Refreshed

March 23rd, 2026 15:05

## General Requirements

## Minimum Experience Level

Over 3 years

## Career Level

Mid Career

## Minimum English Level

Business Level

## Minimum Japanese Level

Business Level

## Minimum Education Level

Bachelor's Degree

## Visa Status

Permission to work in Japan required

## Job Description

## Social Creative Lead | FMCG Industry ソーシャルクリエイティブリード FMCG業界

Our client, a company in the FMCG industry, is seeking a Social Creative Lead to spearhead their social-first strategies in Japan. This role offers the opportunity to build a creator-led organic engine, enhancing cultural relevance and driving growth through innovative social content.

## Key Responsibilities:

- Lead creative strategy for organic social media in Japan
- Recruit and manage content creators for social media
- Oversee production and editing of high-volume weekly content
- Identify and transition successful organic content to paid media
- Develop culturally relevant content for Japanese audience

- Generate new content ideas regularly for social media

**Qualifications:**

- Experience with Instagram, TikTok, YouTube Shorts
- Proficiency in content creation and editing
- Experience managing and recruiting content creators
- Ability to generate and iterate creative ideas
- Experience in organic and paid social media strategies

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Company Description