



Senior Marketing Manager – Japan / シニアマーケティングマネージャー（日本）

Lead Marketing in Japan - Beauty / 美容マーケ

Job Information

Recruiter

Expert Executive Recruiters (EER Global)

Hiring Company

Expert Executive Recruiters

Job ID

1586334

Industry

Retail

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

10 million yen ~ 12 million yen

Work Hours

Mon - Fri

Refreshed

May 23rd, 2026 00:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Daily Conversation (Amount Used: English usage about 50%)

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

Senior Marketing Manager – Japan

About the Company

We are supporting our client, a global premium beauty brand operating in the professional haircare and consumer cosmetics space. The company has a strong international footprint.

The Japan business operates as a direct local entity, giving the local team full responsibility for market execution while remaining closely aligned with global headquarters. The brand is positioned in the premium segment and is recognized for high-quality formulations, strong brand equity, and a balance between professional expertise and consumer appeal.

About the Role

In this role, you will be responsible for executing the local marketing agenda for the Japan market, with a strong focus on digital, social media, PR, and influencer marketing.

This is a senior individual contributor role with high ownership and autonomy, operating within a lean local team. The position works closely with the Market Director in Japan and collaborates daily with international marketing teams to translate global brand strategy into locally relevant and effective execution.

The role is both strategic and highly hands-on, suited to a marketer who enjoys broad responsibility and direct impact rather than managing large teams.

Responsibilities:

Execute the local marketing strategy for the Japan market in alignment with global brand direction.

Drive brand awareness and brand positioning initiatives across digital, social, PR, and offline channels.

Lead digital and social media planning, execution, and optimization for Japan.

Manage PR and influencer marketing activities, including agency collaboration and performance tracking.

Localize global campaigns and content to ensure cultural relevance while maintaining brand consistency.

Oversee content creation and adaptation, including translation and market-specific messaging.

Coordinate marketing readiness for launches and key initiatives across channels

Track and analyze campaign performance, KPIs, and ROI to inform optimization

and future planning.

Monitor market trends, consumer behavior, and competitive activity in the Japanese beauty market.

Work closely with internal stakeholders locally and internationally to ensure alignment and execution quality.

What the Company Offers:

The opportunity to take on a high ownership marketing role within a premium global beauty brand.

Direct exposure to international stakeholders and global brand decision-making.

A visible role within a lean local organization where impact and contribution are clearly recognized.

A professional office environment in Tokyo.

Competitive compensation and participation in a global company bonus structure.

Required Skills

Requirements:

MUST: 8 plus years of marketing experience within the beauty or cosmetics or luxury goods industry.

MUST: Proven experience executing digital and social media marketing strategies in the Japanese market.

MUST: Experience managing PR and influencer marketing initiatives in Japan.

MUST: Experience working in an international or global company environment.

MUST: Native level Japanese and fluent English for daily global communication.

Strong track record of localizing global brand strategies for the Japanese consumer.

Bachelor's degree in marketing, communications, advertising, public relations, media studies, or related field.

Ability to operate independently in a small, agile team environment with high ownership.

Company Description