



Understanding People

## Head of Marketing, Fitness Industry マーケティング責任者 フィットネス業界

### Leadership role in fitness industry

#### Job Information

##### Recruiter

Specialized Group

##### Job ID

1589901

##### Industry

Other

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

Negotiable, based on experience

##### Refreshed

May 11th, 2026 00:00

#### 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

### Head of Marketing, Fitness Industry マーケティング責任者 フィットネス業界

Our client, a company in the fitness industry, is seeking a Head of Marketing to oversee and execute comprehensive marketing strategies to drive business growth. This role offers the opportunity to lead cross-functional marketing initiatives, including brand strategy, lead generation, CRM, and digital marketing, while collaborating closely with executive management.

#### Key Responsibilities:

- Develop and execute comprehensive marketing strategies
- Lead brand strategy development and execution
- Manage digital marketing initiatives, including SEO and content marketing
- Oversee CRM strategy and execution

- Design and implement promotions and campaigns
- Drive corporate communications and PR strategies
- Lead and develop the marketing team
- Align marketing strategies with overall business goals
- Report marketing performance to executive management

**Qualifications:**

- Proven experience leading marketing initiatives end-to-end
- Strong practical knowledge in digital marketing, including SEO and content marketing
- Experience designing and driving brand strategy
- Team management experience, including performance evaluation and talent development
- Track record in KPI design and PDCA-based performance management
- Experience with marketing automation and CRM tools is preferred but not mandatory

---

Company Description