【新規ホテル立ち上げ】外資ラグジュアリー｜Marketing Manager募集

新規ホテル立ち上げに関われるレアポジション（オープニングメンバー）

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Job ID
1589913

Industry
Hotel

Company Type
Large Company (more than 300 employees) - International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 07:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Associate Degree/Diploma

Visa Status
Permission to work in Japan required

Job Description

Position: Marketing Manager
Company: Global Hospitality Company (Confidential)
Location: Tokyo, Japan
Employment Type: Full-time

Overview

A global hospitality brand is launching a new flagship hotel in Tokyo and is seeking a Marketing Manager to drive brand presence across digital platforms, partnerships, and campaigns. The organization is known for its commitment to sustainability, design, and community, redefining modern luxury hospitality.

This role offers the opportunity to be part of a high-profile opening and contribute to building a brand that blends culture,

lifestyle, and purpose.

Position Summary

The Marketing Manager will work closely with the Director of Marketing to develop and execute integrated marketing strategies. The role covers digital campaigns, brand collaborations, influencer engagement, and food & beverage programming, with a strong focus on local relevance and global brand alignment.

Key Responsibilities

Partnership & Brand Activations

Develop and manage collaborations with local creatives, brands, and cultural institutions
Execute brand activations aligned with sustainability and community values
Manage timelines, budgets, assets, and reporting for campaigns

Digital & Social Media

Manage digital presence across social platforms (planning, publishing, analysis)
Ensure consistent brand voice and storytelling aligned with local market
Drive culturally relevant and engaging content strategies

Talent & Influencer (KOL) Relations

Identify and manage relationships with influencers, creators, and partners
Support negotiations and execution of collaborations and experiences
Coordinate content production and on-site activations

Food & Beverage Marketing

Collaborate with culinary and bar teams to promote F&B concepts
Develop marketing strategies for menus, events, and partnerships
Drive local engagement through F&B activations and storytelling

Campaign Management

Support execution of multi-channel campaigns across PR, digital, and experiential
Coordinate with internal teams, agencies, and global stakeholders
Ensure alignment with brand standards and local nuances

Performance Tracking & Reporting

Monitor KPIs such as engagement, traffic, and campaign performance
Provide insights and recommendations to optimize marketing impact

Brand Stewardship

Ensure consistent brand storytelling across all touchpoints
Act as a brand ambassador internally and externally
Maintain alignment with brand pillars of sustainability and luxury

Qualifications

Required

Fluent in Japanese and English (written and spoken)
2+ years of experience in marketing, communications, or brand roles
Experience in hospitality or luxury lifestyle industries
Strong understanding of digital marketing, content strategy, and social platforms

Preferred

Experience managing influencers, creators, and agency partners
Strong cultural awareness of fashion, art, design, and lifestyle trends
Highly organized with the ability to manage multiple projects

Ideal Candidate Profile

Creative and culturally aware with strong storytelling ability
Passionate about sustainability, design, and hospitality
Collaborative mindset with strong execution skills in fast-paced environments

Why Join

Be part of a globally recognized hospitality brand entering the Japan market

Work in a creative, design-led, and purpose-driven environment
Collaborate with diverse teams and industry-leading partners
Access career development and global growth opportunities

Company Description