



## 【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**

May 26th, 2026 08:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**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

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## Company Description