



Understanding People

Creative Director / クリエイティブディレクター

Leading FMCG retailer

Job Information

Recruiter

Specialized Group

Job ID

1597938

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 24th, 2026 14:22

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

Creative Director | Brand Design & Strategy クリエイティブディレクター・ブランドデザイン&戦略

Our client, a leading company in the FMCG industry with over 2,100 stores across Japan, is seeking a Creative Director to enhance their brand's connection with people and communities. This role offers the opportunity to lead brand design and creative strategy, focusing on unique Japanese creativity while collaborating with a global team.

Key Responsibilities:

- Formulate brand strategy collaboratively with team manager
- Develop and execute seasonal promotion concepts
- Direct external partners to maximize creative results
- Create integrated creative content for customer journey
- Lead creative innovation initiatives

- Collaborate with global teams for unique Japanese branding

Qualifications:

- 5+ years in advertising or creative agency
- Experience in marketing creative development at a business company
- Fundamental knowledge of brand building and marketing strategy
- Ability to direct external partners like advertising agencies
- Experience in providing marketing/creative support services
- Experience with Japanese market and cultural nuances
- Experience with global brand collaboration is preferred but not mandatory

Company Description