



Understanding People

Marketing Director / マーケティングディレクター

Global hospitality brand, Hybrid

Job Information

Recruiter

Specialized Group

Job ID

1601182

Industry

Hotel

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

July 8th, 2026 18:55

General Requirements

Minimum Experience Level

Over 10 years

Career Level

Executive

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

Marketing Director, Japan マーケティングディレクター, 日本 - Hospitality (Hybrid)

Our client, a global brand-led hospitality group, is seeking a Marketing Director to lead its marketing function across Japan. This high-impact leadership role offers the opportunity to drive an integrated marketing strategy, manage high-profile brand partnerships, and lead a talented team towards cohesive growth. Enjoy a senior leadership platform with hybrid working, a competitive package, performance incentives, and strong benefits.

Key Responsibilities:

- Lead and develop the marketing team
- Set and own integrated marketing strategy
- Manage major B2C brand partnerships
- Oversee brand building and localisation

- Use analytics to optimize marketing ROI
- Align marketing with commercial priorities

Qualifications:

- 15+ years of progressive marketing experience
- Fully bilingual in English and Japanese
- Strong B2C brand and commercial campaign experience
- Proven brand building and agency partnering experience
- Deep understanding of the Japanese market and business culture
- Experience with marketing analytics tools is preferred but not mandatory
- Experience in multicultural, matrixed organizations is preferred but not mandatory

Company Description