



Senior Account Executive – Sports & Experiential Marketing

Job Information

Recruiter

[Advisory Group K.K.](#)

Job ID

1607891

Industry

Advertising, PR

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Salary Bonuses

Bonuses paid on top of indicated salary.

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August 18th, 2026 16:37

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

High-School

Visa Status

Permission to work in Japan required

Job Description

Key Responsibilities

- Build and maintain strong day-to-day relationships with clients.
- Manage sponsorship activation and experiential marketing projects from planning through execution.
- Deliver customer events, VIP hospitality programmes and premium guest experiences.
- Coordinate with clients, rights holders, agencies, vendors and internal teams across multiple markets.
- Manage project timelines, budgets, forecasts, production schedules and deliverables.
- Oversee creative development, localisation, production and branded merchandise.
- Manage external vendors, suppliers and production partners.

- Create and maintain project plans, SOWs, budgets, proposals, invitations, reports and post-event evaluations.
- Manage project profitability, settlement and financial reporting.
- Support senior executives and VIP guests at events in Japan and internationally.
- Identify opportunities to grow existing client accounts and support new business activity.
- Support and mentor junior team members.

Required Skills

Requirements

- **5+ years of professional experience** within advertising, sponsorship, experiential marketing, events, hospitality, sports, music or entertainment.
- **Business-level or above Japanese and English**, including reading, writing and speaking.
- Strong account management and client-facing communication skills.
- Experience managing multiple stakeholders and complex projects simultaneously.
- Hands-on experience delivering experiential marketing, events, hospitality or sponsorship activation.
- Experience managing budgets, forecasting and cost control.
- Experience working with creative and production teams.
- Experience managing projects from concept through production and final delivery.
- Strong organisation, attention to detail and ability to work in a fast-paced environment.
- Genuine interest in **sports, entertainment, live events and hospitality**.
- Ability to travel domestically and internationally.
- Flexibility to work some weekends or public holidays when events require it, with compensatory leave provided.
- Comfortable using Microsoft Office, including PowerPoint, Excel, Word and Outlook.

Preferred

Interest or experience in motorsports, running, golf or other major sporting properties.

Experience working on regional or global projects.

Sports hospitality experience.

Adobe Creative Suite experience.

Company Description