# 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.

**Refreshed**
November 24th, 2026 00:00

## 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