Head of Marketing

Job Information

Recruiter
Advisory Group K.K.

Job ID
1617001

Division
Marketing

Industry
Apparel, Fashion

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience ~ 15 million yen

Refreshed
November 25th, 2026 01:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

About the Company

An internationally recognized fashion brand specializing in contemporary footwear, handbags and accessories. Combining fashion-forward design with accessible luxury, the company has established a strong global presence and continues to expand through retail growth, digital innovation and customer engagement.

The Opportunity

Seeking a commercially minded and strategic Head of Marketing to lead its marketing function in Japan.

Reporting to the Country General Manager and working closely with the Global Marketing Director at the company's international headquarters, you will develop and execute the local marketing strategy to strengthen brand desirability, increase retail and e-commerce traffic, and drive sales growth.

This is a broad leadership role spanning brand marketing, digital marketing, CRM, communications and public relations. You will translate global brand direction and local business objectives into integrated marketing initiatives, ensuring that campaigns deliver measurable commercial results while maintaining consistent brand positioning.

The ideal candidate combines strategic marketing expertise with strong commercial acumen, analytical capabilities and excellent stakeholder management skills. You will be comfortable operating in a fast-paced international environment and collaborating with local and global teams to achieve business objectives.

Key Responsibilities

Marketing Strategy & Business Performance

- Develop and lead the annual marketing strategy and plan for Japan, aligned with local business objectives and global brand direction.
- Drive brand awareness, desirability, store traffic, online visits, conversion and sales growth through integrated marketing initiatives.
- Manage and optimize the marketing budget to maximize return on investment (ROI) and commercial impact.
- Establish clear KPIs, translate business objectives into actionable marketing plans, and monitor performance against targets.
- Report marketing results, insights and recommendations to local leadership and international headquarters.

Retail & E-commerce Marketing

- Drive traffic and conversion across retail stores and the official online store in collaboration with Retail and E-commerce teams.
- Plan and execute integrated campaigns across digital channels, social media, advertising, events, promotions and brand partnerships.
- Align marketing activities with retail calendars, product launches, seasonal campaigns and commercial priorities.
- Monitor store traffic, online sessions, conversion rates and sales performance, optimizing activities to achieve business targets.
- Identify opportunities to improve the customer journey and strengthen omnichannel engagement.

Brand, Digital Marketing & CRM

- Strengthen brand awareness, desirability and customer preference through compelling, consistent marketing communications.
- Lead full-funnel digital marketing initiatives supporting customer acquisition, engagement, conversion and retention.
- Oversee CRM, loyalty and customer engagement programs to build long-term customer relationships and increase customer lifetime value.
- Manage social media, email, mobile and other digital marketing channels in collaboration with internal teams and external agencies.
- Evaluate channel performance and optimize content, campaigns and media investment against traffic, engagement and sales KPIs.

Communications & Public Relations

- Develop and oversee PR and communications initiatives to strengthen brand visibility, desirability and positioning in Japan.
- Build relationships with journalists, editors, influencers, celebrities and other relevant industry stakeholders.
- Oversee press releases, media materials, influencer partnerships and media coverage reporting.
- Ensure PR and communications activities align with the overall marketing strategy and global brand guidelines.
- Evaluate PR effectiveness and identify opportunities to improve the quality and impact of media exposure.

Market Insights & Performance Analysis

- Conduct market research, consumer analysis and competitor benchmarking to identify growth opportunities.
- Analyze sales performance, store traffic, digital metrics and brand indicators to inform marketing decisions.

- Track campaign and channel performance against established KPIs and provide actionable recommendations.
- Use data-driven insights to improve campaign effectiveness, budget allocation, customer engagement and marketing ROI.

Stakeholder & Team Leadership

- Partner with the Country General Manager and Retail, Sales, E-commerce and other local functions to align marketing initiatives with business priorities.
- Coordinate with international headquarters to ensure local execution remains consistent with global strategy and brand standards.
- Manage external agencies, vendors and partners to ensure effective delivery, quality and cost efficiency.
- Lead, mentor and develop the local marketing team, fostering collaboration, accountability and strong execution.
- Manage multiple projects and deadlines while maintaining clear communication across local and global stakeholders.

What You Can Expect

- An opportunity to lead marketing strategy for an internationally recognized fashion brand.
- Broad responsibility across brand marketing, digital, CRM, PR and omnichannel initiatives.
- Close collaboration with local business leadership and international headquarters.
- The opportunity to influence brand development, customer engagement and commercial performance in Japan.

Required Skills

- Bachelor's degree in Marketing, Business, Communications or a related discipline.
- Proven solid marketing experience, ideally within fashion, retail, footwear, accessories, beauty, luxury or consumer brands.
- Brand-side marketing experience is preferred; candidates from media or creative agencies serving relevant industries will also be considered.
- Proven track record of developing and executing integrated marketing strategies that deliver measurable business results.
- Strong understanding of digital marketing, CRM, PR and communications, and omnichannel marketing.
- Experience managing marketing budgets, external agencies and multiple campaigns simultaneously.
- Strong analytical skills, with the ability to interpret performance data and translate insights into commercial actions.
- Excellent project management, communication and stakeholder management skills.
- Ability to collaborate effectively with international headquarters and cross-functional teams.

Company Description