

Marketing Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Energy Beverage Brand

Job ID
1618927

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6 million yen

Refreshed
November 5th, 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
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Company Overview

Company: Global Energy Beverage Brand

A company in the beverage industry is hiring for a Marketing Manager position. This is an exciting opportunity to drive brand growth and consumer engagement in one of the world's most dynamic and culturally connected brands. Working across sports, music, gaming, and lifestyle communities, you will lead high-impact marketing initiatives, shape brand perception, and collaborate with regional and local teams to deliver innovative campaigns and experiences across Japan.

Job Description
Lead the execution of the brand's marketing strategy in Japan across sports, music, gaming, and cultural platforms.
Plan and deliver marketing activations, events, partnerships, and grassroots experiences that strengthen brand awareness and consumer engagement.
Drive marketing process improvement initiatives by identifying operational gaps, improving workflows, and implementing scalable solutions.

Develop implementation roadmaps, establish project milestones, and maintain documentation to improve efficiency, transparency, and knowledge sharing.
Collaborate with local and regional marketing teams to identify opportunities for operational excellence and stronger cross-functional alignment.
Monitor the effectiveness of marketing programs, define performance metrics, and recommend improvements based on results.
Ensure alignment between local initiatives and regional strategies while maintaining consistent brand execution.
Manage marketing budgets, resources, and promotional assets to maximize business impact and return on investment.

Employee Benefits:
Benefits
Performance-based bonus opportunities.
International and cross-functional career development opportunities.
Exposure to regional and global stakeholders.
Professional development and learning opportunities.
Dynamic and entrepreneurial work environment.
Opportunity to work on high-profile events, partnerships, and brand activations.
Collaborative and innovative company culture.
Comprehensive employee support and insurance programs.

Required Skills

Qualifications
Bachelor's degree in Marketing, Communications, or a related field preferred.
3?5 years of experience in marketing strategy, planning, budget management, and performance tracking.
3?5 years of experience in marketing coordination, trade marketing, event management, or activation planning.
Experience managing cross-functional projects and multiple stakeholders.
Strong analytical skills with the ability to identify business opportunities and drive process improvements.
Experience developing marketing plans, project roadmaps, and performance measurement frameworks.
Advanced proficiency in Microsoft Excel, PowerPoint, and Word.
Business-level proficiency in both Japanese and English.
Strong communication, organizational, and project management skills.
Ability to thrive in a fast-paced, entrepreneurial, and dynamic environment.

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国（また2011 年には香港・韓国にも拠点を新設予定）でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC’s unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

JAC International Co., Ltd. is a wholly owned subsidiary of JAC Recruitment. Co., Ltd.