Assistant Social Media Marketing Manager

Fashion social, content & creators

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Hiring Company
Confidential Client

Job ID
1619392

Division
Marketing

Industry
Apparel, Fashion

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Shinjuku-ku

Salary
Negotiable, based on experience ~ 8 million yen

Salary Bonuses
Bonuses paid on top of indicated salary.

Refreshed
November 24th, 2026 17:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

About the opportunity
Help shape the social presence of a fashion brand in Japan. In this independent contributor role, you will manage day-to-day social media marketing and outreach across Instagram, Facebook and X, turning global brand direction into engaging local

content and campaigns.

What you'll do
• Develop and improve social strategies and content calendars with creative and global teams.
• Plan, produce and manage social content, campaign copy and organic initiatives.
• Coordinate creator and influencer initiatives with PR and external partners.
• Work with marketing colleagues, global partners and agencies.
• Set and monitor KPIs, review engagement and follower growth, and use social listening, competitor research and customer insights to improve results.
• Improve social media workflows and operating processes.

What makes this opportunity interesting
Contribute to the growth of a fashion brand's social presence in Japan, with a broad mix of storytelling, content, creator collaboration, campaign execution and performance analysis. The role works closely with collaborative local and global teams.

Location and working style
Permanent position based in Shinjuku, Tokyo. Hybrid schedule with a minimum of two office days and up to three remote days each week. Flexible scheduling with no fixed core time.

Please apply through CareerCross.

Required Skills

Required
• Marketing experience in fashion, retail or consumer goods.
• Experience managing corporate social media accounts and using social listening in practice. Retail social media experience is the priority; candidates with strong DTC social media experience will also be considered.
• Experience with digital marketing, promotions or brand campaigns, including agency management.
• Native-level Japanese and professional working English for meetings, emails, reports and documents.
• Ability to manage multiple projects and deadlines, collaborate with varied stakeholders and adapt to changing priorities.
• Proficiency in Microsoft Office.
• University degree or equivalent experience.

Desirable
• Experience with creator or influencer initiatives, or an established network of creators, platforms or agencies.
• Personal social media content creation and publishing experience.
• Awareness of emerging social platforms and trends.

Company Description