

Marketing Director

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
A world-renowned premium musical instrument brand.

Job ID
1619586

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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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

Marketing Director ? Japan

Lead the overall marketing function for a world-renowned premium musical instrument and lifestyle brand, driving brand growth, consumer engagement, and product marketing across Japan. This role oversees Digital Marketing, Creative, Artist Marketing, Events, PR, Advertising, and Trade Marketing while leading an integrated marketing team and partnering closely with regional and global stakeholders.

Key Responsibilities:
-Lead and develop a high-performing marketing team across multiple disciplines.
-Drive annual marketing strategy, campaign planning, product launches, and brand activations.
-Develop consumer insights and market intelligence to strengthen brand positioning and growth.
-Manage marketing budgets, KPIs, ROI analysis, reporting, and performance dashboards.
-Partner with Sales, Product, and Operations teams to deliver integrated business objectives.
-Manage agencies, media partners, artists, influencers, vendors, and external stakeholders.
-Oversee digital, social media, PR, events, advertising, and trade marketing execution.

-Establish marketing governance, planning frameworks, and best practices to improve effectiveness and efficiency.

Employee Benefits:
Compulsory Benefits (Health Insurance, National Pension, Employment Insurance, Accident Insurance)

Required Skills

-Bachelor's degree required; Master's degree preferred.
-(7-10+) years of marketing leadership experience within a consumer-facing brand or agency.
-Proven success in brand campaigns, product launches, PR, digital marketing, events, and communications.
-Strong experience in consumer insights, brand strategy, and integrated marketing planning.
-Experience managing agencies, vendors, and cross-functional stakeholders.
-Strong analytical, budgeting, project management, and reporting skills.
-Proven people management, coaching, and team leadership experience.
-Experience in artist relations/artist management is a plus.
-Fluent Japanese and business-level English required.

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.