

Senior Manager, Marketing & Communications

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Leading Global Luxury Fashion Maison

Job ID
1619594

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

A globally recognized luxury fashion maison is seeking an experienced Marketing & Communications leader to drive brand visibility, desirability, and client engagement in the Japanese market.

Reporting directly to the Japan President, this position will be responsible for developing and executing integrated marketing, PR, digital, CRM, and event strategies while collaborating closely with global headquarters and local business leaders.

Key Responsibilities
- Develop and execute strategic marketing and communication plans aligned with business objectives.
- Lead PR, media relations, influencer engagement, and VIP management activities.
- Strengthen brand visibility and cultural relevance across the Japanese market.
- Oversee integrated campaigns across digital, CRM, retail, events, and client engagement channels.
- Manage agencies and external partners.
- Partner closely with Retail, Merchandising, E-Commerce, CRM, Finance, and Headquarters teams.
- Manage budgets, performance tracking, and investment effectiveness.
- Lead high-profile events and client experiences.

- Drive data-informed decision-making while maintaining luxury brand standards.

Employee Benefits:
- Social Insurance
- Transportation allowance
- Employee discounts
- Flexible working arrangements
- Learning and development programs
- Retirement benefits (if applicable)
- Wellness programs

Required Skills

- 10+ years of experience in Marketing, PR, and Communications
- Minimum 5 years in a management or leadership capacity
- Strong luxury brand-building experience
- Proven success managing integrated marketing and communication strategies
- Experience working with global headquarters and regional stakeholders
- Strong media relationships within the Japanese luxury and fashion industry
- Experience managing PR agencies, media partners, celebrities, VIPs and KOLs
- Strong CRM, Digital Marketing and Omnichannel understanding
- Budget ownership and KPI management experience
- Strong analytical and commercial mindset
- Business-level English and native-level Japanese
- Advanced PowerPoint, Excel and presentation skills

Company Description

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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.

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