

Assistant Manager - Marketing

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
World's leading prestige beauty company

Job ID
1619597

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6.5 million yen ~ 10 million yen

Refreshed
October 29th, 2026 17:14

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

Join one of the world's leading prestige beauty companies, home to some of the most iconic brands in skincare, makeup, fragrance, and haircare. This is an exciting opportunity for a passionate marketer to drive brand growth, consumer engagement, and omnichannel marketing initiatives in a fast-paced, highly collaborative global environment. You will play a key role in bringing brand strategies to life across retail, digital, social, CRM, influencer, and event channels while working closely with local, regional, and global stakeholders.

-Develop and execute go-to-market plans for assigned product categories, franchises, or channels, including forecasting, visual merchandising, CRM, sampling, and retail/e-commerce activations.
-Lead marketing projects from planning through execution, ensuring seamless alignment across brand, commercial, digital, CRM, media, e-commerce, and agency partners.
-Drive integrated omnichannel campaigns across retail, digital, CRM, media, social media, influencer, and event touchpoints.
-Partner with agencies to localize global and regional assets and create compelling campaign materials for multiple consumer channels.
-Support the planning and execution of brand events, retail activations, influencer initiatives, and consumer engagement programs.

-Manage influencer seeding activities, including product allocation, content adaptation, and stakeholder coordination.
-Execute social media initiatives, including content publishing, community engagement, and social campaign support.
-Monitor campaign performance, analyze KPIs, generate insights, and provide recommendations to optimize future marketing activities.
-Collaborate cross-functionally to enhance brand desirability, strengthen consumer connections, and drive sustainable business growth.

This role offers broad exposure across brand marketing, digital, CRM, social media, influencer marketing, retail activation, and consumer engagement, making it an ideal opportunity for a marketer looking to accelerate their career within a world-class global beauty organization.

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

Required Skills

Required:
-3+ years of experience in Marketing, Brand Management, Retail Marketing, Digital Marketing, CRM, or a related field.
-Strong analytical, presentation, communication, and stakeholder management skills.
-Ability to translate consumer insights, data, and business priorities into actionable marketing plans.
-Highly organized, detail-oriented, and capable of managing multiple priorities in a fast-paced environment.
-Business-level Japanese and English communication skills.

Preferred:
-Experience in Beauty, Luxury, FMCG, Retail, or Omnichannel Marketing.
-Experience working with agencies, commercial teams, CRM/media teams, or e-commerce teams.
-Strong interest in consumer trends, digital innovation, brand building, and storytelling.
-Experience in influencer marketing, social media management, events, and integrated marketing campaigns.

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.

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