

Marketing Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
American Fashion Brand

Job ID
1621445

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
8 million yen ~ Negotiable, based on experience

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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

Lead multi-dimensional, 360-degree integrated marketing programs that deepen customer engagement and strengthen brand relevance across online and offline touchpoints in the Japan market.

Collaborate with internal business owners to accelerate online and offline growth through insight-led, strategically aligned marketing activations.

Build strong alignment across cross-functional teams in Japan and New York Headquarters to translate year-round marketing strategies into impactful market execution.

RESPONSIBILITIES
BRAND BUILDING & STRATEGY
Develop seasonal, 360-degree integrated marketing strategies with innovative, locally resonant initiatives that build brand awareness, elevate brand perception, and continually re-energize the brand in Japan.
Partner closely with Tory Burch HQ and International teams to align on global and regional priorities, adapting initiatives thoughtfully to meet Japan market needs.

Own the annual marketing calendar, ensuring a cohesive cadence of retail and brand-building initiatives including new product launches, new store openings, special events, and locally relevant activations.
Commission regular competitive benchmarking and develop differentiated marketing initiatives that support key business objectives, including traffic generation, brand awareness, CRM database growth, and conversion improvement.
Leverage available marketing platforms and partner opportunities to strengthen relationships with key department store and retail partners, driving incremental sales through event spaces, mall marketing, direct mail, social media features, and other promotional touchpoints.
Expand the brand's digital reach, including through LINE and other priority digital channels, to engage younger audiences and broaden market relevance.
Conduct regular post-campaign analysis to assess ROI, capture learnings, and optimize future marketing investment.
Partner closely with the CRM team to measure customer KPIs and implement timely actions that improve engagement, retention, and commercial performance.

PARTNER WITH HQ AND INTERNATIONAL MARKETING TEAMS
Monitor the local market with discipline and share timely insights, trends, and competitive updates with New York Headquarters and the International Marketing team.
Provide strategic guidance on Japan market needs, consumer trends, product opportunities, marketing priorities, talent, and KOL considerations to support seasonal initiatives and sustained brand elevation.
Partner with HQ on all creative requirements, including invitations, direct mail, gifts with purchase, in-store signage, and related briefing materials.
Share results, insights, and key learnings with broader teams on a regular basis to strengthen performance measurement and enable continuous improvement.

MANAGE EXTERNAL AGENCIES AND STRATEGIC RELATIONSHIPS
Serve as the primary point of contact for all relevant external marketing partners, ensuring clear direction, disciplined execution, and consistent brand stewardship.
o Define clear seasonal brand strategies, priorities, and success measures with agency partners.
o Lead regular weekly check-ins to monitor progress, guide execution, and manage overall direction.
o Ensure brand integrity across all external communications and partner touchpoints.
o Protect and enhance the brand's reputation through thoughtful, consistent, and premium execution.
Manage regular agency reporting to ensure performance KPIs are tracked, evaluated, and achieved.

Employee Benefits:
Compensation : up to 12M.

Compulsory Benefits:
-Health Insurance,
-National Pension,
-Employment Insurance,
-Accident Insurance

Required Skills

Minimum of 8 years of proven marketing experience, with strong collaboration, stakeholder management, and consensus-building capabilities.
Strong interpersonal skills, with the ability to drive objectives while maintaining a holistic view of the business and building productive relationships across Japan, Headquarters, and culturally diverse teams.
Highly adaptable and flexible, with the ability to navigate ambiguity and respond effectively to shifting business priorities.
Outstanding team leader and collaborative team player who can inspire others while contributing hands-on to shared goals.
Proven track record of developing and executing successful 360-degree marketing programs.
Relevant marketing experience within an international organization, preferably with luxury product or premium brand experience.
Excellent communicator with the ability to articulate vision and strategy clearly to direct teams, cross-functional partners, cross-regional stakeholders, and Headquarters.
Able to represent and communicate the brand vision with credibility and impact to external partners, including agencies, vendors, retail partners, VIP clients, and other key stakeholders.

DESIRED ATTRIBUTES
Adaptable ? Change before you have to
o Changes course easily ? Knows when to be patient and when to push ? Works well in the gray ? Shows grace under pressure ? Owns mistakes and learns from them ? Balances multiple priorities- A change agent who will relish the challenge of operating in a fast paced, demanding environment
Entrepreneurial Spirit ? Own it
o Takes initiative, doesn't wait for direction ? Builds for the future ? Takes personal ownership and accountability ? Is resourceful in getting things done - Entrepreneurial and ambitious
Collaborative ? No "I" in Tory
o Is self-aware and open-minded ? Integrates the perspectives of others ? Is direct but respectful ? Communicates cross functionally ? Knows when to get people involved and when to make a decision ? Takes an inclusive approach
Client & Brand Focus ? Put yourself in Tory's shoes
o Passionate about the brand and the work ? Creates a transformational client experience ? Makes decisions in the best interest of the company and our customers ? Focuses on internal and external customers ? Excellent people management skills
Live the Values ? Being "Buddy"
o Keeps the "Buddy Values" alive (Kindness, humility, warmth, honesty, loyalty, compassion, integrity, and passion) ? It's not just what you do, but how you do it ? Contributes to a positive and productive environment ? Flexible and open
Functional Expertise ? Know Your Stuff
o Has the skills necessary to perform the job ? Keeps current on trends, skills, and practices ? Puts learning into practice - Results Oriented
FOR PEOPLE MANAGERS: Team Builder ? It's all about "We"

o Sets team goals and roles ? Develops, motivates and empowers ? Delivers constructive and encouraging feedback ? Holds people accountable for results ? Recognizes high performance
FOR PEOPLE MANAGERS: Change Leader ? Change is the essence of life
o Challenges the current point of view ? Puts changes in context for the team ? Executes changes that impact the business ? Is proactive and positive ? Listens to and keeps the team up to speed
Strong Personal Integrity ? Self Starting
o A strong bias for action ? hands on and supportive leader ? Possesses the personality, integrity and gravitas to be able to work closely with senior executives locally, regionally and globally ? Strong and strategic negotiator
Leadership ? Having a Vision
o Possesses the ability to build teams, motivate and develop staff at all levels ? A resilient and focused can-do mentality ? a dynamic and charismatic leader and team player ? open and collaborative management style, capable of maintaining positive relationships with a number of key stakeholders

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.