Marketing manager

Drive Luxury Brand Growth

Job Information

Recruiter
SThree K.K.

Job ID
1623517

Industry
Daily Necessities, Cosmetics

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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General Requirements

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

We are partnering with a **globally recognized luxury beauty company** to hire a **Marketing Manager** to lead the strategic development and growth of an iconic prestige brand portfolio in Japan.

This is an exciting opportunity for a **strategic and commercially driven marketing leader** who is passionate about brand building, consumer engagement, and delivering meaningful luxury experiences. The role will be responsible for brand strategy, product launches, integrated marketing, CRM, digital activation, and business performance management, while ensuring alignment with the brand's heritage, values, and global vision.

Key Responsibilities

- Develop and execute brand strategies and annual marketing plans
- Lead product launches and integrated marketing campaigns
- Drive consumer engagement across digital, CRM, retail, and influencer channels
- Analyze market trends, consumer insights, and brand performance to identify growth opportunities
- Manage budgets, forecasts, and business performance
- Partner closely with regional, global, and cross-functional stakeholders
- Ensure all marketing activities align with brand positioning and business objectives

Key Requirements

- 10+ years of marketing experience, ideally within brand management
- Proven success in product launches and integrated marketing campaigns
- Strong commercial acumen and analytical capabilities
- Experience managing budgets and business performance
- Excellent project management and stakeholder management skills
- Business-level Japanese and English
- Ability to thrive in a fast-paced, international environment

Preferred Background

- Luxury beauty, cosmetics, skincare, fashion, premium consumer goods, or FMCG
- Experience with digital marketing, CRM, social media, or e-commerce
- Experience managing premium or international brands
- Strong brand-building and consumer engagement expertise

Why Consider This Opportunity?

- Join a leading global luxury beauty organization
- Lead high-visibility marketing initiatives with significant business impact
- Work closely with regional and global stakeholders
- Enjoy strong career development opportunities in an international environment
- Play a key role in shaping the growth of an iconic premium brand portfolio

Company Description

A leading global prestige beauty company with a portfolio of world-renowned luxury brands. The organization operates across more than 150 markets and is recognized for its strong brand equity, innovative marketing, and commitment to developing top talent.