Motorsports Marketing Manager

Shape motorsports culture in Japan

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Hiring Company
Red Bull Japan Co., Ltd.

Job ID
1625178

Division
Motorsports Marketing

Industry
Food and Beverage

Company Type
Large Company (more than 300 employees) - International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
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
Native Level

Minimum Education Level
High-School

Visa Status
No permission to work in Japan required

Job Description

Do you live and breathe motorsports? Whether it is Formula 1, MotoGP, Super GT, drifting, rally, JDM culture, motorcycles, or grassroots racing, this is an opportunity to help shape the future of motorsports marketing for one of the world's most iconic brands.

At Red Bull, we do not simply sponsor motorsports. We create culture, build communities, and connect local scenes with global platforms.

As Motorsports Marketing Manager, you will create meaningful business impact through motorsports in Japan by developing partnerships, delivering activations, and bringing world-class global properties to life in the local market.

Responsibilities

Strategy and Business Development
- Develop and execute Japan's motorsports marketing strategy.
- Identify opportunities to connect local motorsports communities with Red Bull's global assets.
- Build relationships with automotive manufacturers, racing teams, federations, event organizers, and key industry stakeholders.
- Support business growth through motorsports partnerships and activations.

Event and Project Management
- Lead end-to-end planning and execution of motorsports campaigns and events.
- Manage multiple projects across stakeholders.
- Coordinate local and global initiatives including Formula 1, MotoGP, WRC, drifting, and automotive culture projects.
- Deliver projects on time, on budget, and to Red Bull's quality standards.

Partnership Management
- Build relationships across Japan's motorsports ecosystem.
- Negotiate and manage contracts, partnership agreements, and budgets.
- Leverage Red Bull athletes, teams, and global properties in Japan.

Cross-Functional Collaboration
- Work closely with Sales, Brand Marketing, Communications, Media Network, Procurement, Finance, Legal, and global motorsports teams.
- Coordinate internal and external partners to deliver impactful activations.

Content and Storytelling
- Contribute to compelling motorsports content and activation ideas.
- Support storytelling that strengthens Red Bull's relevance within Japanese motorsports culture.

Travel: 10 to 20 percent.

Required Skills

- Deep interest in motorsports and strong knowledge of the Japanese motorsports landscape.
- Minimum 5 years of experience in project management, event marketing, sponsorship, brand marketing, sports marketing, or partnership management.
- Experience managing budgets, contracts, and external stakeholders.
- Ability to coordinate complex projects involving multiple teams and partners.
- Strong communication and relationship-building skills.
- Native-level Japanese.
- Business-level English.

Company Description