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Global FMCG Paid Media Role

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1554567

業種

広告・PR

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年08月08日 17:02

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

Drive integrated marketing communication with a focus on paid media strategy, planning, and execution. Manage campaigns from insights to creative adaptation, working closely with cross-functional teams and agencies.

Client Details

Our client is a globally recognised consumer brand with a strong presence in over 170 countries, renowned for its innovative marketing, iconic product portfolio, and deep cultural engagement in sports, music, and lifestyle. The Japan office offers a collaborative and creative environment where employees are empowered to take ownership of impactful projects.

Description

- Analyse consumer and media data to create actionable marketing strategies
- Develop efficient touchpoint and paid media plans across online and offline channels
- Lead end-to-end project management from concept to execution
- Monitor and optimise paid media performance across TV, OOH, and digital
- Manage communication platforms as part of paid media planning
- Adapt global creative assets for maximum relevance in Japan

Job Offer

- Competitive salary with retirement contribution (6.5% of base salary)
- Group life, medical, and long-term disability insurance
- Employee discounts on company products and partner apparel
- 20 days annual leave from the first year (pro-rated)
- Flexible working hours with core time and up to 40% remote work
- Central Tokyo location in a modern office

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yulia Chentukova at +81368328662.

スキル・資格

- University degree
 - 3-5 years in B2C marketing with hands-on media campaign management and touchpoint planning (FMCG a plus)
 - Knowledge of paid media planning, digital & social campaigns, and creative production
 - Strong project management skills with the ability to lead stakeholders
 - Analytical mindset with attention to detail and proactive curiosity about consumer/media trends
 - Business-level proficiency in Japanese and English (spoken and written)
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会社説明

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