

MichaelPage

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Marketing Director - Global Entertainment Brand

Marketing Director - Entertainment Brand

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

1561659

業種

その他

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10月14日 19:00

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

Lead all marketing activities for Japan, including brand, digital, trade, and events. Drive awareness and consumer engagement by adapting global strategies to the local market.

Client Details

Our client is a global leader in licensed sports and entertainment collectibles, partnering with the world's top leagues, athletes, and entertainment franchises. With an expanding global footprint, the company is redefining the collectibles experience for fans and collectors through innovation, storytelling, and strategic collaborations. The Japan team plays a key role in local market growth, bringing the passion of sports and pop culture to life for fans across the country.

Description

- Develop and implement comprehensive marketing strategies to enhance brand visibility and growth.
- Lead and mentor a team of marketing professionals to achieve departmental objectives.
- Collaborate with cross-functional teams to align marketing initiatives with business goals.
- Analyze market trends and consumer data to inform decision-making and campaign adjustments.
- Oversee the planning and execution of advertising and promotional campaigns.
- Manage the marketing budget to ensure effective allocation of resources.

- Build relationships with external agencies to optimize campaign delivery and outcomes.
- Report on campaign performance and present actionable insights to senior management.

Job Offer

- Comprehensive benefits package, including stock options.
- Opportunity to work in a vibrant Tokyo location.
- Be part of a respected organization in the FMCG sector.
- Engage in challenging and rewarding marketing projects.

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

スキル・資格

A successful Marketing Director should have:

- A degree in marketing, business, or a related field.
 - Extensive experience in the FMCG industry, preferably in a leadership role.
 - Strong expertise in developing and executing marketing strategies.
 - Proficiency in analyzing market trends and consumer behavior.
 - Excellent leadership and team management skills.
 - Proven ability to manage budgets and deliver measurable results.
 - Fluent in Japanese and English
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会社説明

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