



Senior Marketing Manager – Japan / シニアマーケティングマネージャー（日本）

Lead Marketing in Japan - Beauty / 美容マーケ

募集職種

人材紹介会社

Expert Executive Recruiters (EER Global)

採用企業名

Expert Executive Recruiters

求人ID

1586334

業種

小売

会社の種類

中小企業 (従業員300名以下) - 外資系企業

外国人の割合

外国人 半数

雇用形態

正社員

勤務地

東京都 23区, 港区

給与

1000万円 ~ 1200万円

勤務時間

Mon - Fri

更新日

2026年06月06日 00:00

応募必要条件

職務経験

6年以上

キャリアレベル

中途経験者レベル

英語レベル

日常会話レベル (英語使用比率: 50%程度)

日本語レベル

ビジネス会話レベル

最終学歴

短大卒 : 準学士号

現在のビザ

日本での就労許可が必要です

募集要項

Senior Marketing Manager – Japan

About the Company

We are supporting our client, a global premium beauty brand operating in the professional haircare and consumer cosmetics space. The company has a strong international footprint.

The Japan business operates as a direct local entity, giving the local team full responsibility for market execution while remaining closely aligned with global headquarters. The brand is positioned in the premium segment and is recognized for high-quality formulations, strong brand equity, and a balance between professional expertise and consumer appeal.

About the Role

In this role, you will be responsible for executing the local marketing agenda for the Japan market, with a strong focus on digital, social media, PR, and influencer marketing.

This is a senior individual contributor role with high ownership and autonomy, operating within a lean local team. The position works closely with the Market Director in Japan and collaborates daily with international marketing teams to translate global brand strategy into locally relevant and effective execution.

The role is both strategic and highly hands-on, suited to a marketer who enjoys broad responsibility and direct impact rather than managing large teams.

Responsibilities:

Execute the local marketing strategy for the Japan market in alignment with global brand direction.

Drive brand awareness and brand positioning initiatives across digital, social, PR, and offline channels.

Lead digital and social media planning, execution, and optimization for Japan.

Manage PR and influencer marketing activities, including agency collaboration and performance tracking.

Localize global campaigns and content to ensure cultural relevance while maintaining brand consistency.

Oversee content creation and adaptation, including translation and market-specific messaging.

Coordinate marketing readiness for launches and key initiatives across channels

Track and analyze campaign performance, KPIs, and ROI to inform optimization

and future planning.

Monitor market trends, consumer behavior, and competitive activity in the Japanese beauty market.

Work closely with internal stakeholders locally and internationally to ensure alignment and execution quality.

What the Company Offers:

The opportunity to take on a high ownership marketing role within a premium global beauty brand.

Direct exposure to international stakeholders and global brand decision-making.

A visible role within a lean local organization where impact and contribution are clearly recognized.

A professional office environment in Tokyo.

Competitive compensation and participation in a global company bonus structure.

スキル・資格

Requirements:

MUST: 8 plus years of marketing experience within the beauty or cosmetics or luxury goods industry.

MUST: Proven experience executing digital and social media marketing strategies in the Japanese market.

MUST: Experience managing PR and influencer marketing initiatives in Japan.

MUST: Experience working in an international or global company environment.

MUST: Native level Japanese and fluent English for daily global communication.

Strong track record of localizing global brand strategies for the Japanese consumer.

Bachelor's degree in marketing, communications, advertising, public relations, media studies, or related field.

Ability to operate independently in a small, agile team environment with high ownership.

会社説明