



Understanding People

## Head of Marketing, Fitness Industry マーケティング責任者 フィットネス業界

## Leadership role in fitness industry

## 募集職種

## 人材紹介会社

スペシャライズドグループ株式会社

## 求人ID

1589901

## 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

2026年05月11日 00:00

## 応募必要条件

## 職務経験

3年以上

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 日本語レベル

ビジネス会話レベル

## 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

## Head of Marketing, Fitness Industry マーケティング責任者 フィットネス業界

Our client, a company in the fitness industry, is seeking a Head of Marketing to oversee and execute comprehensive marketing strategies to drive business growth. This role offers the opportunity to lead cross-functional marketing initiatives, including brand strategy, lead generation, CRM, and digital marketing, while collaborating closely with executive management.

## Key Responsibilities:

- Develop and execute comprehensive marketing strategies
- Lead brand strategy development and execution
- Manage digital marketing initiatives, including SEO and content marketing
- Oversee CRM strategy and execution

- Design and implement promotions and campaigns
- Drive corporate communications and PR strategies
- Lead and develop the marketing team
- Align marketing strategies with overall business goals
- Report marketing performance to executive management

**Qualifications:**

- Proven experience leading marketing initiatives end-to-end
- Strong practical knowledge in digital marketing, including SEO and content marketing
- Experience designing and driving brand strategy
- Team management experience, including performance evaluation and talent development
- Track record in KPI design and PDCA-based performance management
- Experience with marketing automation and CRM tools is preferred but not mandatory

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会社説明