# Motorsports Marketing Manager

**Shape motorsports culture in Japan**

## 募集職種

**人材紹介会社**
Cornerstone Recruitment Japan 株式会社

**採用企業名**
Red Bull Japan Co., Ltd.

**求人ID**
1625178

**部署名**
Motorsports Marketing

**業種**
食品・飲料

**会社の種類**
大手企業 (300名を超える従業員数) - 外資系企業

**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11月27日 12:43

## 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**
ネイティブレベル

**最終学歴**
高等学校卒

**現在のビザ**
日本での就労許可は必要ありません

## 募集要項

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.

## スキル・資格

- 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.

## 会社説明