

Job Title: Marketing Manager or Marketing Manager Candidate

Gender: (m/f/*)

Department: Marketing

New Position/Replacement: New Position

Travel Requirement: 10-20%

Full-Time/Part-Time: Full-Time

Purpose of the Job (Department Overview):

Join the Red Bulls! Strengthen our marketing team as Marketing Manager (Candidate) and contribute to unlocking the full potential of both brands. Are you passionate about the greatest team sport in the world? Do you thrive in dynamic teams and want to take on the exciting challenges of working at one of the most thrilling clubs in the J-league? Then this is the perfect playing field for you.

What awaits you: Fantastic team members and attractive working conditions create an inspiring work environment. And of course, we love celebrating our team's successes together in the stadium.

Key Responsibilities:

1. General Responsibilities

- Act as the primary contact person for Red Bull Japan, ensuring a strong understanding of the Red Bull brand within the club.
- Conceptualize, coordinate, and implement joint marketing activities.
- Identify activation opportunities within the World of Red Bull, such as small fire events, collaborations (events, activations, collections), and content creation.
- Prepare decision-making templates, reports, and presentations in collaboration with department leadership.
- Develop business plans, coordinate, and execute joint content/video productions, events, and activations, involving internal and external stakeholders.
- Support Sales team on marketing activations with other partners of the club.

2. Project Management Focus

- Manage project requests from Red Bull Japan, ensuring optimal synergy effects between RB Omiya and Red Bull, mainly on a national level.
- Oversee projects such as photo shoots, productions, event series, and smaller support requests related to merchandise and ticketing.
- Provide support to international Red Bull Soccer colleagues on project requests.

3. Quality & Service

- Develop and oversee annual planning, evaluation, and success tracking of marketing projects and joint campaigns.
 - Identify potential improvements and optimizations in collaboration with internal and external stakeholders.
 - Ensure efficient resource allocation (budgets, team resources) to achieve project goals.
-

Additional Responsibilities:**1. Stakeholder Satisfaction**

- Align the perspectives of internal and external stakeholders, ensuring optimal brand understanding within the club.
- Bridge the gap between Red Bull's brand identity and football-specific requirements in the World of Red Bull.
- Contribute to a sustainable increase in stakeholder satisfaction through a collaborative and appreciative approach.

2. Club Strategy Alignment

- Align marketing activities with the strategic club roadmap, ensuring contributions to regional and national club objectives.

3. Performance Evaluation & Documentation

- Evaluate and measure the performance of Red Bull projects, ensuring alignment with predefined objectives and standards.
 - Prepare detailed reports and documentation for internal reporting and stakeholder communication.
-

Experience, Knowledge & Skills:

- Relevant experience in project management, ideally within the World of Red Bull.
 - Knowledge and experiences in marketing activations in sports industries, from standpoints of either rights holders, sponsors or marketing agencies is preferred.
 - Excellent communication and presentation skills, with a strong sense of target audience engagement.
 - Reliability, self-motivation, and teamwork skills.
 - Structured working style with strong planning and organizational abilities.
 - Creativity and trend awareness.
 - Hands-on mentality and willingness to take on diverse tasks.
 - Strong stakeholder management skills, combined with a high degree of empathy.
-

Education & Language Requirements:

- Completed (technical) university degree or professional qualification, preferably in Sports Management, Communications, or Marketing.
- Fluent Japanese and business-level English skills (written and spoken).