

## Brand Manager for world famous beverage company

<u>仕事ID:</u>	86450
<u>職種タイトル:</u>	Brand Manager for world famous beverage company
<u>企業名:</u>	East West Consulting
<u>仕事の形態:</u>	正社員
<u>部署名:</u>	Marketing & Communications
<u>勤務地:</u>	Tokyo, 東京都
<u>給与:</u>	800 荳 - 1200 荳
<u>最終更新日:</u>	2008年08月01日
<u>職務経験:</u>	3年以上
<u>英語レベル:</u>	ビジネス会話レベル
<u>日本語レベル:</u>	ネイティブ
<u>最終学歴:</u>	大学卒：学士号
<u>現在のビザ:</u>	日本での就労許可：有
<u>スキル・資格:</u>	Marketing Experience: ? Minimum of 3-5 years of marketing experience in consumer goods industry.

### Qualification:

- ? Fluent in Japanese, good command of English both in writing and speaking (TOEIC+750)
- ? Holder of diploma from 4-year college or higher

### Personal Capabilities:

- ? Functional / technical skills
- ? Business acumen
- ? Organizing
- ? Action oriented
- ? Creativity
- ? Drive for results
- ? Integrity and trust

### 募集要項:

#### Tasks and Responsibilities:

The Brand Manager is accountable for taking the lead role in the delivery of the following outputs under the supervision of Marketing Manager.

- ? Development and establishment of mid-term brand strategy
- ? Development of annual brand plan
- ? Development of promotional plans & details (calendars, budget, KPIs)
- ? Implementation of promotional plans and projects
- ? Development of Advertising and PR programs
- ? Business analysis and reporting
- ? A&P management
- ? Sales forecasting
- ? People development (Assistant Brand Manager)

会社紹介:

Since 1987 East West Consulting has helped a broad array of international companies achieve success in the Japan market. We are widely recognized as Tokyo 's leading executive search firm. Our clients range from many of the most prominent Fortune 500 companies to dot-com start-ups and successfully emerging enterprises that we are proud to have helped through the establishment phase. East West ' s unique recruiting system has been specifically designed for and honed in Japanese market conditions, by executive search professionals with many decades of cumulative experience here, and our clients can benefit from a number of distinctive advantages.