

ブランドマネージャー / 大手OTC医薬品企業 / Brand Manager / Leading OTC company

仕事ID: 92876
職種タイトル: ブランドマネージャー / 大手OTC医薬品企業 / Brand Manager / Leading OTC company
企業名: Optia Partners K.K.
仕事の形態: 正社員
部署名: Marketing
勤務地: Tokyo, 東京都
給与: 1000 荳 - 1400 荳
最終更新日: 2008年09月01日
職務経験: 3年以上
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
最終学歴: 大学卒 : 学士号
現在のビザ: 日本での就労許可 : 有
スキル・資格:

- Academic skills equivalent to a college graduate (Bachelor ' s)
- Around 5 years of marketing experience in consumable goods.
- However, high English skills and strong commitment to marketing may substitute such experience and skills

募集要項: Leading OTC company in Japan is seeking a Brand Manager.

Job Purpose:

Planning and implementation of brand marketing strategies in order to keep increasing the sales and market share as well as to increase the current profits.

Job Responsibilities:

1. Plan and suggest the 3-year Plan and acquire approval
Analyze phenomena and data in order to get a grip of consumers ' tendencies and brand category trends.
Based on the above analysis, plan brand positioning and main strategies.
Confirmation of consistency between strategies and implementation plans (including budgets and long-term targets).
2. Implementation of annually approved marketing plans
Adjusting of sales forecast, manufacturing, and supply of products in order to efficiently maintain the inventory.
Securing and implementing of brand advertising in magazines and sales promotion budgets.

To differentiate from competing firms and to establish long-term brand identity, create strong creative.
give suggestions to the sales staff who are involved in marketing planning, and make sure to provide them with supporting materials when necessary.
Actively utilize the global new products development projects for sustainable growth, and maximize the pipeline.
In order to solve unexpected issues as well as to grab the right timing/chances, update and revise plans.

3. Give ideas that are beyond the plans and take action
Contribute to maximize the profitability of the products.
Have coherent understanding of the products, consumers, competition, and regulations, and create a flow of leading-edge ideas that are beyond the plans.

会社紹介:

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