



Job Information

Job ID: 100700
Job Title: Product Innovation at world famous beverage company
Recruiter: East West Consulting K. K.
Company Name: East West Consulting
Division: Beverage Innovation
Company Type: Large Company, International Company
Job Type: Full-time
Location: Tokyo - 23 Wards
Salary: Over 8 million yen
Date: August 1st, 2008 10:50

General Requirements

Employment Experience: Over 3 years
Career Level: Mid Career
English: Daily Conversation
Japanese: Native
Education: Bachelor's Degree
Visa Status: Japanese national or permission to work in Japan required

Job Description

- ? With Senior manager, develop overall line concept and strategy for product portfolio, consumer communication, marketing support, for a multi-category `Fresh` line of products to be launch in 2009.
- ? Lead and manage cross-functional team to execute `Fresh` line launch projects.
- ? Managing all the marketing and branding execution activities maximizing brand image.
- ? Managing marketing budget for the category or brand.
- ? Closely working with R&D, Research, Production, Trade Marketing and Sales Promotion throughout product development, marketing and sales activities.
- ? As a team member, support identify new innovation & business opportunities and work on assessment of these opportunities.
- ? Analyze sales data for forecasting, reporting and planning.

Required Skills

- ? Has experience in brand and project management in marketing of FMCG companies. Has experience launching products or service.
- ? Customer-oriented and self-motivated
- ? Loyal, mature, flexible and stable

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? A good team player

? Good and effective communicator for project management

(strong listening and interpersonal skills)

? Readily adapts to new realities; seek out feedback and explore best practice; seek to continuously expand key knowledge and skills to cope with new demands; display stamina and maintain appropriate balance.

Company Description

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.