



Assistant Brand Manager

Join the LEGO Team!

Job Information

Hiring Company

The LEGO Group

Job ID

1473634

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

May 2nd, 2024 01:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

レゴ・グループの成長を共に牽引し、多くの子供たちにレゴの楽しさを届けていくためのエキサイティングな挑戦にぜひご参加ください!

レゴグループでは **Assistant Brand Manager** を募集しています

Are you energized to deliver impactful marketing strategies to help ignite the love for LEGO® products in the hearts of kids and adults?

Join us on an exciting journey to drive the LEGO Group's brand growth to reach out to millions of children!

No relocation assistance is offered for this position.

Core Responsibilities:

- Work independently and also work with Senior Brand Manager to drive assigned portfolio/franchises for LEGO Japan

with product passion and experience, consumer and shopper centric mindset, integrated go-to-market approach (digital, content, EC and retail driven) to achieve the target of business.

- Develop insights-led communications and campaigns which are fresh, creative and brand encouraging to audiences with local relevancy to generate strong and sustainable consumer demand.
- Orchestrate multi-touch point content planning. Work cross-functionally with key partners to gear the owned / earned / shared / paid (OESP) activities enabled by content towards sales and brand impact.
- Collaborate closely with multiple business functions as the leading function, including sales, operations, e-commerce, etc. to drive up the growth of assigned category.
- Will have accountability for a range of marketing specialties, such as media, digital, PR, EC and etc.
- Closely work with global and region team to understand the global strategy, positioning and support plan and influence the development of global portfolio & creative to ensure products and campaigns are relevant within Japan market.

Play your part in our team succeeding

LEGO Japan is one of the key markets for APAC region of The LEGO Group. Our organization consists Sales, Marketing, Operation, Finance and HR department, and the size of the organization is approximately 60 including temporally workers.

The Marketing team is made of 5 teams; Brand Marketing, Trade Marketing, Digital Marketing, PR & Partnership and Marketing Planning.

This role sits in brand marketing generating consumer demand and driving the business targeting core audience Kids 6-12, preschool and Teen/Adults.

Required Skills

Do you have what it takes?

- Strong experience in brand marketing, preferably in consumer goods or lifestyle brands.
- Strong understanding “Audience First” approaches and had experiences in leading large scale integrated marketing campaigns, digital / social communication, and partnerships / sponsorships.
- Experience in working with kids and families as an audience is a plus.
- Strong project management skills; experience working in a very fast paced environment while maintaining acute attention to detail and get things done at high quality.
- Strong capabilities to collaborate and influence internal cross-functions and external agencies to overcome obstacles.
- Results orientated with successful experience in decision making, analytics, time management, and market innovation skills
- Strong verbal and written communication skills in both Japanese and English language to collaborate with colleagues globally.

What's in it for you?

Here are some of what to expect:

- **Family Care Leave** – We offer enhanced paid leave options for those important times.
- **Insurances** – All colleagues are covered by our life and disability insurance which provides protection and peace of mind.
- **Wellness** – We want you to be your best self, so you'll have access to the Headspace App and lots of wellbeing initiatives and programmes run by local teams where you are based.
- **Colleague Discount** – We know you'll love to build so from day 1 you will qualify for our generous colleague discount.
- **Bonus** – We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.
- **Your workplace** – When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. Our hybrid work policy means an average of 3 days per week in the office. The hiring team will discuss the policy and role eligibility with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

The LEGO Group is proud to be an equal opportunity employer. We are committed to equal employment opportunity and equal pay regardless of e.g. race, colour, religion, sex, national origin, sexual orientation, disability or gender identity.

The LEGO Group is fully committed to Children's Rights and Child Wellbeing across the globe. Candidates offered positions with high engagement with children are required to take part in Child Safeguarding Background Screening, as a condition of the offer.

Thank you for sharing our global commitment to Children's Rights.

Just imagine building your dream career.

Then make it real.

Join the LEGO® team today.

Company Description