

# MichaelPage

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## Brand Marketing Manager - Dermatologist-formulated skincare

### Brand Marketing Manager - Skincare

#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1538432

**Industry**

Other

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

May 2nd, 2025 11:20

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

A Brand Manager is being sought to lead the strategic direction and growth of well-known consumer goods. This role will have a focus on developing and implementing marketing initiatives to increase brand visibility and market share.

#### Client Details

Our client is a globally recognized, large organization in the FMCG industry. With a strong reputation for innovative products, they have a substantial market share and a wide international reach. They offer a supportive and inclusive work environment.

#### Description

- Develop and implement strategic brand plans to achieve business objectives
- Manage and oversee product development and marketing trends
- Conduct market research to identify opportunities for promotion and growth
- Coordinate with the marketing and agency department to ensure brand consistency
- Monitor product distribution and consumer reactions
- Implement new sales and marketing initiatives to drive growth
- Manage budget for marketing campaigns and promotional activities
- Report on brand performance and market trends

**Job Offer**

- Work From Home (WFH) options available
- Opportunities for career advancement within the company
- Join a team of highly motivated professionals in the FMCG industry
- Experience a vibrant company culture that values innovation and creativity

We invite all qualified candidates to seize this exciting opportunity and apply today. Take the next step in your career by joining a global leader in the FMCG industry.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yulia Chentukova at +81368328662.

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**Required Skills**

A successful Brand Manager should have:

- A degree in Marketing, Business, or related field
- Proven experience in brand management in the FMCG industry
- Strong analytical skills and data-driven thinking
- Excellent command of English and Japanese languages
- Advanced communication and interpersonal skills
- Up-to-date with latest trends and marketing best practices
- Comfortable working with numbers, metrics and spreadsheets

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**Company Description**

This global consumer brand is well-established in the beauty and wellness category, known for delivering science-backed skincare solutions. The company fosters an innovative and collaborative culture and offers a hybrid working style with strong local and global team support.