



PR/117960 | Senior Brand Manager

Job Information

Recruiter
[JAC Recruitment UK](#)
Job ID

1541577

Industry

Retail

Job Type

Permanent Full-time

Location

United Kingdom

Salary

Negotiable, based on experience

Refreshed

June 3rd, 2025 08:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Overview

Senior Brand Manager is responsible for managing the national brand, maximize sales, profit and brand equity, such as brand loyalty, awareness and quality perception

Duties of the Senior Brand Manager

- Responsible for total brand sales and profit.
- Analyzing all necessary data, such as POS data, consumer research data, sales data to make brand (marketing) strategy.
- Executing marketing strategy and confirm if it is doing correctly as you planned.
- Review (analyze) your marketing strategy as quickly as possible to get a grasp of current situation/problem (to find out what works doesn't work)
- Making new(revised) action plan based on the analysis of previous marketing strategy
- Analysing gaps in the market for potential new product development

- Handling customer information enquiries
- Management of brand pages on company website
- Regular store checks to confirm promotional compliance

Back Ground of the Senior Brand Manager

- Previous experience managing national brand for similar industries.
- Industry knowledge (Pharmacy, Grocery and Discounters) however not essential but preferred

We regret to inform applicants that only shortlisted candidates will be notified. Thank you for your understanding.
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Company Description