

MichaelPage

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Senior Brand Manager - top-tier beauty & FMCG

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Job Information

Recruiter

Michael Page

Job ID

1543090

Industry

Other (Advertising, PR, Media)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

May 29th, 2025 22:13

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

Drive brand growth and awareness through 360° marketing.

Work on exciting new product launches and campaigns.

Client Details

This global consumer goods company is a well-known leader in both beauty and FMCG categories, with a strong presence in the Japanese market. With a people-first culture, international exposure, and a portfolio of beloved brands, they offer a collaborative environment where marketers can grow, innovate, and make an impact.

Description

- Build and execute brand strategy aligned with business goals
- Lead new product development and 360° campaign planning
- Collaborate with cross-functional teams and agencies
- Analyze performance metrics and optimize for ROI
- Ensure profitability through effective P&L management

- Conduct trend analysis and consumer research

Job Offer

- Opportunity to lead iconic consumer brands
- Work in an international, bilingual environment
- Develop cutting-edge campaigns with creative freedom
- Be involved in shaping new product launches
- Office-based position with occasional overseas travel

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

Required Skills

- Background in marketing within FMCG or beauty brands
 - Experience working in product companies (not agency-only)
 - Business-level proficiency in English and fluent Japanese
 - Strategic thinker with strong execution and analytical skills
 - Adaptable, hands-on, and thrives in complex environments
 - Strong commercial acumen and collaborative mindset
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Company Description

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