

**MichaelPage**

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## Brand Manager - Top Skincare Brand

### Brand Manager - Skincare brand

#### Job Information

**Recruiter**

Michael Page

**Job ID**

1549953

**Industry**

Daily Necessities, Cosmetics

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen ~ 10 million yen

**Refreshed**

July 10th, 2025 09:14

#### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

As a Brand Manager, you will be responsible for developing and executing brand strategies to enhance market presence and drive growth in the FMCG industry. This role requires a strategic thinker with expertise in marketing, a keen eye for detail, and a passion for building strong brand identities.

#### Client Details

This opportunity is with a small-sized company recognized for its focus on the FMCG industry. The organization values innovation and specializes in delivering high-quality products to meet customer needs in the competitive market of Tokyo.

#### Description

- Develop and implement comprehensive brand strategies to enhance product visibility and market share.
- Collaborate with internal teams and external agencies to ensure cohesive branding across all channels.
- Analyze market trends and consumer insights to identify growth opportunities.
- Manage the development and execution of marketing campaigns, ensuring alignment with brand goals.
- Monitor brand performance metrics and recommend data-driven improvements.
- Oversee budget management for branding and marketing initiatives.
- Ensure compliance with industry standards and regulations in all brand-related activities.

- Engage with stakeholders to effectively communicate the brand vision and objectives.

#### **Job Offer**

- Opportunities to work on impactful projects within the FMCG industry.
- A permanent role with room for professional growth and development.
- Engaging company culture in a Tokyo-based office setting.
- Comprehensive benefits package to support your career journey.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

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#### **Required Skills**

- A solid background in marketing, particularly within the FMCG industry.
  - Proficiency in brand strategy development and campaign management.
  - Strong analytical skills to interpret market data and consumer trends.
  - Excellent communication skills to collaborate with cross-functional teams and external partners.
  - A proactive approach to problem-solving and a results-oriented mindset.
  - An understanding of the Tokyo market's unique consumer behaviors.
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#### **Company Description**

Our client is a global leader in skincare, committed to scientific innovation and sustainability. With a strong presence in Japan, they emphasize collaboration with professionals and consumers to deliver high-quality products that enhance skin health. Their work culture fosters adaptability, proactivity, and continuous learning, making it an exciting place for marketing professionals seeking career growth.