

MichaelPage

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Brand Manager - Personal Care Top Brand

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Job Information

Recruiter

Michael Page

Job ID

1554595

Industry

Distribution

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 9th, 2025 18:14

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

We are seeking an innovative and dedicated Brand Manager to contribute to the marketing and branding strategies within our FMCG department. The successful candidate will have a keen eye for detail and a creative mindset to ensure our brand's success.

Client Details

Our client is a large organization situated in Tokyo, renowned for its excellence in the FMCG industry. They pride themselves on delivering high-quality consumer goods and maintaining a strong market presence.

Description

- Develop and implement brand strategies and marketing campaigns
- Collaborate with cross-functional teams to ensure brand consistency
- Analyze brand positioning and consumer insights
- Monitor market trends, research consumer markets and competitors' activities
- Oversee new and ongoing marketing and advertising activities
- Manage budget allocation for branding and marketing activities
- Monitor product distribution and consumer reactions

- Report on brand performance and sales metrics

Job Offer

- Opportunity to work with a highly skilled and professional team
- An environment that promotes creativity and innovation
- Competitive holiday leave
- Exposure to the fast-paced FMCG industry

We are eager to welcome a new Brand Manager to our team. If you are a creative and dedicated professional looking for a challenging role in the FMCG industry, we would love to hear from you. Apply today!

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

Required Skills

A successful Brand Manager should have:

- Strong analytical and project management skills
- Degree in Marketing or related field
- Proven working experience in brand management within the FMCG industry
- Excellent understanding of the full marketing mix
- Highly creative with ability to think out of box
- Strong communication and influencing skills
- Up-to-date with latest trends and marketing best practices
- Comfortable working with numbers, metrics and spreadsheets

Company Description

Our client is a globally recognized beauty company renowned for its innovative haircare products. With a strong commitment to sustainability and diversity, they offer a collaborative environment that fosters professional growth and creativity.