

## Assistant Brand Manager - Top FMCG brand

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#### Job Information

**Recruiter**

Michael Page

**Job ID**

1556473

**Industry**

Food and Beverage

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 7.5 million yen

**Refreshed**

April 23rd, 2026 02:00

#### 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

- Support the execution of brand strategies to enhance growth and market share.
- Collaborate with various teams to manage product portfolios and deliver impactful launches.

#### Client Details

Our client is a leading global organization in the food and beverage sector, renowned for its innovative, health-focused products. They are dedicated to sustainability, diversity, and empowering employees with autonomy and career growth opportunities within a collaborative environment.

#### Description

- Analyze market data to identify consumer trends and growth opportunities.
- Assist in planning and executing product launches, including SKU management.
- Collaborate with cross-functional teams to develop innovative marketing strategies.
- Drive brand initiatives by maintaining and enhancing existing product ranges.
- Execute strong brand activation plans, particularly in the digital space.
- Monitor brand performance and recommend adjustments to improve outcomes.

**Job Offer**

- A collaborative, inclusive, and innovative work culture.
- Opportunities to work with a globally recognized brand.
- Professional development in a fast-paced, competitive industry.
- Career growth potential within a sustainability-focused organization.

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**

- Holds a bachelor's degree in marketing, business, or a related field.
  - 2-5 years of brand marketing experience, preferably in FMCG.
  - Strong project management skills and familiarity with product launches.
  - Native-level Japanese and business-level English proficiency.
  - Entrepreneurial mindset, quick learner, and passion for innovation.
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**Company Description**

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