

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

March 12th, 2026 03:00

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.

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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