

Brand Manager - Beverage Brand

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Job Information

Recruiter

[Michael Page](#)

Job ID

1557534

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

September 5th, 2025 14:54

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

Drive brand success by leading marketing strategy and execution for premium spirits. Manage cross-functional projects, collaborate with internal teams and agencies, and ensure effective brand positioning in the Japanese market.

Client Details

A global leader in the premium spirits industry, our client is renowned for its heritage, craftsmanship, and innovation. With a strong presence worldwide, the company is committed to quality, brand storytelling, and creating exceptional consumer experiences. The Japan team operates in a dynamic and entrepreneurial environment, offering opportunities for career growth and cross-functional collaboration.

Description

- Develop and execute brand strategies aligned with global objectives.
- Manage business planning, forecasting, and brand growth initiatives.
- Lead marketing campaigns, including ATL, event activations, and trade marketing.
- Oversee brand performance analysis and optimize strategies accordingly.
- Collaborate with finance, supply chain, and marketing teams for seamless execution.
- Act as a brand champion, ensuring strong internal and external alignment.

- Lead and mentor an Assistant Brand Manager.

Job Offer

- Opportunity to work with globally recognized premium spirits brands.
- A collaborative and innovative work environment.
- Competitive compensation and benefits package.
- Career development and growth opportunities within a global 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

- 5+ years of relevant marketing experience.
- Strong strategic thinking and problem-solving abilities.
- Excellent project management skills with the ability to meet deadlines.
- Proven ability to analyze data and consumer insights to drive decisions.
- Strong leadership and collaboration skills with global stakeholders.
- Fluent in Japanese and English, with strong communication and presentation skills.
- Willingness to travel internationally and attend events as needed.

Company Description

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