

Michael Page

www.michaelpage.co.jp

## Senior Brand Manager FMCG - up 19M

### Senior Brand Manager FMCG - up 19M

#### Job Information

**Recruiter**

Michael Page

**Job ID**

1560595

**Industry**

Daily Necessities, Cosmetics

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

13 million yen ~ 19 million yen

**Refreshed**

October 3rd, 2025 18:09

#### 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

As the Senior Brand Manager, you will oversee brand strategy and execution within the FMCG industry, focusing on enhancing market presence and consumer engagement. This role, based in Tokyo, requires expertise in marketing and a strong ability to drive brand growth in a competitive environment.

#### Client Details

This opportunity is with a large organization recognized for its influence within the FMCG sector. The company operates globally, offering innovative products and services while maintaining a strong market presence. It supports structured career growth and is known for its focus on excellence in brand development.

#### Description

- Develop and implement strategic marketing plans for the hair brand in alignment with organizational goals.
- Lead cross-functional teams to execute brand initiatives and campaigns effectively.
- Analyze market trends and consumer insights to enhance brand positioning within the FMCG industry.
- Manage the product portfolio, including launches and lifecycle planning, to optimize performance in the Tokyo market.
- Collaborate with agencies to create impactful advertising and promotional strategies.
- Monitor key performance metrics to assess the success of brand strategies and identify areas for improvement.

- Ensure consistent brand messaging across all consumer touchpoints and platforms.
- Prepare and present reports to senior leadership on brand performance and strategic initiatives.

#### Job Offer

- Competitive salary package.
- Comprehensive benefits, including financial perks and professional development opportunities.
- Permanent employment in a large organization with a strong market presence in the FMCG industry.
- Opportunities to work on impactful projects in a global setting based in Tokyo.
- A supportive work culture that encourages innovation and excellence in marketing.

This is a fantastic opportunity for experienced marketers to elevate their careers. If you are passionate about brand management and thrive in the FMCG industry, apply now!

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 Senior Brand Manager should have:

- Proven experience in brand management within the FMCG industry.
- Strong expertise in marketing strategy, campaign execution, and consumer insights analysis.
- A solid understanding of product lifecycle management and market dynamics in Tokyo or similar markets.
- Excellent collaboration and leadership skills to manage cross-functional teams and external agencies.
- Effective communication abilities to present ideas and results to senior stakeholders.
- A degree in marketing, business, or a related field.

---

#### Company Description

A leading global consumer goods company with a strong presence in Japan, offering iconic beauty and personal care brands. The company is known for its focus on innovation, sustainability, and empowering employees through flexible working arrangements.