



## ★LUX Hair Demand Creation Assistant Brand Manager～世界No 1ユニリーバ～

ユニリーバ・ジャパン・ホールディングス合同会社での募集です。 プロダクトマネー...

### Job Information

#### Recruiter

JAC Recruitment Co., Ltd.

#### Hiring Company

ユニリーバ・ジャパン・ホールディングス合同会社

#### Job ID

1563729

#### Industry

Daily Necessities, Cosmetics

#### Company Type

International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards

#### Salary

6 million yen ~ 8.5 million yen

#### Work Hours

05:00 ~ 22:00

#### Holidays

【有給休暇】入社7ヶ月目には最低10日以上 有給休暇10日～20日/年（入社初年は入社月に応じて付与） Well being休...

#### Refreshed

January 23rd, 2026 22:00

### General Requirements

#### Career Level

Mid Career

#### Minimum English Level

Fluent

#### Minimum Japanese Level

Native

#### Minimum Education Level

High-School

#### Visa Status

Permission to work in Japan required

### Job Description

#### 【求人No NJB2331970】

※英文レジュメの提出必須となります

ユニリーバ・ジャパンは1964年に世界最大級の消費財メーカー、ユニリーバの日本法人として設立されました。以来50年以上、日本の消費者の皆さんにラックス、ダヴ、クリア、アックス、ドメストなどのブランドをお届けしています

#### ■ About Lux Hair

LUX is a successful No1 Market share brand in Japan hair care market for 8 consecutive years and priority of Unilever Japan

The brand is accelerating growth and premiumization agenda

The Brand is now seeking a strong talent for its Content Assistant Brand Manager position

#### ■Job Purpose

- The Content Assistant Brand Manager supports / co lead with Brand Manager as the brand custodian: responsible for the equity growth and social first strategy of the assigned brand (s) .
- Together with Brand Manager the Content Assistant Brand Manager is the driving force behind crafting and executing a holistic brand plan that brings demand creation activities with a strong emphasis on digital and social first initiatives.
- The Content Assistant Brand Manager is responsible for leading social first brand planning developing and executing marketing strategies managing all digital social communication and contents.
- The Content Assistant Brand Manager is also responsible for fostering a strong brand identity ensuring consistent brand messaging and execute a social first approach to consumer engagement.

#### ■Main Responsibilities

- Supports / co Lead Brand Manager in developing social first marketing plans ensuring alignment with brand strategy and brand equity.
- Execute social first marketing plans including media / communication plans in market for their brand driving profitable growth and market share.
- Lead and project manage through the local agency group fostering strong partnerships and ensuring seamless collaboration with global and local marketing teams.
- Lead and own the development of best in class brand experiences across digital / Social touch points building brand purpose driving brand marketing objectives and JTBD.
- Be the digital pioneer pushing forward digital and e commerce execution working closely with the Demand Creation team and external agency partners to deliver seamless consumer experiences.
- Monitor and review total brand budget and brand management to ensure accurate forecast and actual target for fiscal year.

#### 〔Skills we are looking for〕

##### ( 1 ) Strategic Brand Management:

- Strategic Thinking Vision: Ability to develop and articulate a clear and compelling brand vision translate business objectives into actionable brand strategies and anticipate future market trends.
- Brand Planning Execution: Proven ability to develop and execute integrated brand plans across all relevant touchpoints especially social area ensuring consistency in messaging and brand expression.
- Creative thinking Strong Beauty Sense: Ability to develop desirable packaging contents for digital / social with strong beauty sense and excellent briefing skill.
- Passion for beauty: A demonstrable passion for the beauty landscape its products keeping up with trends innovations and key players reflecting a genuine enthusiasm for the field.
- Language: Basic English skill is mandatory fluent Japanese skill as a must

##### ( 2 ) Leadership Collaboration:

- Cross Functional Collaboration: Exceptional interpersonal and communication skills to effectively collaborate with cross functional teams external agencies and stakeholders.
- Agency Management: Experience managing and directing external agencies ensuring alignment with brand objectives and maximising the value of agency partnerships.

##### Financial Analytical Acumen:

- Financial Management: Strong financial acumen including budgeting forecasting with the ability to make data driven decisions to optimise growth.
- Data Analysis Insights (preferred) : Proficiency in using data analytics tools and techniques to track marketing performance measure ROI and derive actionable insights.

##### ( 3 ) Marketing Innovation:

- Marketing Expertise: Deep understanding of marketing principles strategies and tactics across multiple channels including digital social experiential and traditional media.
- Customer Insight: Strong understanding of consumer behaviour community insights market trends and competitive dynamics within the relevant industry.

## Required Skills

#### ■What you need succeed Experience

- Brand Management: Minimum 5 years of experience in brand management marketing or a related field with a demonstrated track record of success in developing and executing brand strategies and driving business growth.
- Consumer Goods Expertise: Experience in the consumer goods industry ideally with a focus on beauty personal care or a related sector (e.g. fashion luxury lifestyle) .
- Integrated Marketing Planning: Proven ability to develop and execute integrated marketing plans across multiple channels including digital social experiential and traditional media.
- Financial Management: Strong financial acumen and experience managing budgets tracking performance and making data driven decisions to drive growth.
- Agency Management: Proven ability to effectively manage and collaborate with external agencies including creative media and digital agencies.

Additional Desirable Experience

- Social First Marketing Expertise: Deep understanding of social first marketing strategy tactics and best practices including content influencer community management PR/earned experiential and paid media.
- E commerce Experience: Experience developing and executing e commerce strategies or D2C strategies managing online sales channels and optimising the digital customer experience.
- Data Analytics Skills: Proficiency in using data analytics tools and techniques to measure marketing performance derive insights and make data driven decisions.
- Crisis Communication Issue Management: Proven ability to anticipate manage and mitigate potential reputational risks handle sensitive media inquiries and communicate effectively during a crisis. \*\*

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Company Description

ホーム＆パーソナルケアのすべての事業