



★Lux Hair Innovation 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

1563731

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

December 25th, 2025 21:00

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 NJB2306006】

※英文レジュメの提出必須となります

※非管理職

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まにラックス、ダヴ、クリアー、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

The biggest brand in Unilever Japan Lux hair is the No1 Priority for the local business.

The brand has been in the market since 1989 and enjoys #1 position in the Category. LUX has always been a symbol of women's social empowerment having aspirational image among Japanese women.

■ Job Purpose

LUX Japan is No.1 haircare brand in Japan and the biggest brand in the Unilever Japan's portfolio. Currently in the middle of a major Transformation aimed at Premiumization and ensuring ongoing Superiority in a local relevant way. This role will support Innovation Brand Manager to lead key innovations and communication leading in 2025/2026 as well as propose innovative ideas for the 3 year plan.

This is a highly versatile role requiring working closely with multiple stakeholders including R D supply chain packaging consumer research and sales teams to ensure On Time innovations delivery and NPD Gate keeping. It requires product development skills sense of aesthetics and passion for hair or beauty products to drive business and brand's agenda. Understanding of digital communication is a plus given the latest priority for social first communication.

■ Key Responsibilities

- Supports / co lead Global brand manager in developing superior product mix and strong creative communication.
- Works with the CMI CTI Channel Shopper teams to analyze data spot trends mine insights in order to address JTBDs with sizeable innovation renovation opportunities ideas for the platform and to define gaps and new information sources needed to develop the plans.
- Develop an in depth understanding of local markets consumers and shoppers the business environment in which the brands compete including category segments channels and target audience.
- Acts as the Global Project leader for brand's innovation projects driving overall project network management business case taskforce management and gatekeeping to ensure timely and successful innovations.
- Create best in class innovation design and execution around key mix pillars for innovation projects including proposition product and packaging design.
- Liaise closely with category local marketing team to gather inputs for innovation during mix development stage develop and launch plan crafting.

■ What can you learn / experience in this job

What can you learn / experience in this job

- Work as brand owner of Lux sub line the biggest brand of Unilever Japan purposeful and inspiring for Japanese women
- Solid experience on 0 1 innovation and communication development
- Solid marketing foundation enhancement
- Realize your creative idea and market/consumer insight into a real pro

Required Skills

■ What you need succeed Experience

- Marketing Experience of at least 3 4 years prefer with beauty and consumer goods category background
- Fluent/native level of Japanese to be able to copywrite product concepts with local nuance
- Brand Innovation experience is a must able to discuss and present in English
- Fluent in English as a working language able to discuss and present in English
- Passionate for beauty or haircare with eyes for beauty craftsmanship
- Strong sense of ownership with ability CAN DO spirit to lead make things happen
- Strong communication skill to influence project members
- Proficient in project management
- Consumer centric alert with new market/consumer trends
- Understanding of social first communication and social listening is a plus
- High sensitivity to purpose driven marketing and affinity with the Lux brand desire to raise up its aspirational level for modern Japanese women

Company Description

ホーム & パーソナルケアのすべての事業