



PR/087019 | Marketing Portfolio Manager

Job Information

Recruiter

JAC Recruitment USA

Job ID

1565052

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United States

Salary

Negotiable, based on experience

Refreshed

January 20th, 2026 08:01

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

POSITION SUMMARY

A global organization is seeking a Marketing Portfolio Manager to lead go-to-market strategies for new products and manage portfolio growth for existing ones. This role focuses on both mainstream retail and food service/Asian retail channels, with a strong emphasis on consumer insights, brand development, and cross-functional collaboration.

RESPONSIBILITIES

- **Market & Consumer Insights:**

Collect and analyze consumer, customer, and market data to shape segment-specific strategies. Translate insights into actionable plans that drive brand and portfolio growth.

- **Portfolio & Product Strategy:**

Lead product development and portfolio management in high-priority categories. Monitor performance and adjust strategies based on KPIs and market feedback.

- **Brand Promotion & Campaign Execution:**

Co-lead branding and promotional efforts in collaboration with internal brand teams. Manage content calendars and ensure timely, high-quality campaign delivery.

- **Cross-Functional Collaboration:**

Work closely with researchers, designers, and external agencies. Coordinate with finance on budgeting and forecasting, and with HQ teams on digital initiatives tailored to local markets.

- **Marketing Systems & Tools:**

Champion the use of marketing automation and CRM platforms to improve operational efficiency. Support adoption of tools like Salesforce and other digital systems.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business, Communications, or related field (MBA preferred).
- 3–5 years of progressive marketing experience with a track record of successful strategy execution.
- Strong leadership and project management skills; experience mentoring team members is a plus.
- Expertise in digital marketing, content strategy, and performance analytics.
- Experience in the food industry is highly desirable.
- Familiarity with platforms such as Google Ads, Salesforce Marketing Cloud, HubSpot, or Marketo is a plus.

LOCATION Santa Fe Springs, CA

EMPLOYMENT TYPE Full-Time

SALARY USD100,000-160,000 (DOE)

BENEFITS

- Life & accident insurance
- Pet Insurance
- 401(k) with company matching
- Paid time off
- Wellness program and EAP assistance and much more!

#LI-JACUS #LI-US #countryUS

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: <https://www.jac-recruitment.us/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.us/terms-of-use>

Company Description