



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

December 23rd, 2025 08:00

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!

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Company Description