



【800～1200万円】 Brand Manager

外資大手 ヘルスケア企業での募集です。 プロダクトマネージャー・ブランドマネー...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

外資大手 ヘルスケア企業

Job ID

1565358

Industry

Daily Necessities, Cosmetics

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 12 million yen

Work Hours

09:00 ~ 17:40

Holidays

【有給休暇】初年度 12日 3か月目から 【休日】完全週休二日制 土 日 祝日 年末年始 完全週休二日制 土 日 祝日 年末年...

Refreshed

January 22nd, 2026 20:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2297726】

What you will do

Role Duty Responsibilities : Brand Management

◇ Research analysis

・ Analyzes key performance indicators and financial reports such as brand sales and offtake

- Conducts consumer/market research to find new opportunity area and assess the size of prize
 - ◇ Brand strategy development execution
 - Develop business growth strategy and gain cross functional alignment to develop innovative and achievable business plans
 - Develop longer term growth plan including brand evolution strategy
 - Lead retail execution plan partnering with the sales strategy team external distributor and cross functionally with the commercial teams.
 - ◇ Communication planning execution
 - Develops campaign brief eco system consumer advertising and marketing programs via systematic assessment of market trends unmet consumer needs and competitive activity.
 - Design advanced communication and media plan based on deep consumer insight and media behaviors
 - Flawless execution of marketing campaign with sense of urgency
 - Displays skills in evaluating effectiveness of marketing tactics and return on investment to identify and provide input on potential areas for improvement
 - ◇ Key brand index management
 - Keep track of brand health through appropriate measurement tools
 - Plans and forecasts sales
 - Budget planning and tracking
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Required Skills

- ◇ Related Experience Behavior Competency
 - Consumer centric agile mindset
 - Bachelor's degree and above with relative brand management experiences
 - 5+ years of Pharmaceutical or FMCG marketing experience
 - Experience of working with external distributor is a plus
 - ◇ Expertise and Skills
 - Cross functional communication and project management skills with internal (i.e. enabling teams) and external stakeholders (i.e. regional MKT/agencies)
 - Strategic thinking analytical and problem solving skills
 - Ability to speak and write in English and Japanese fluently
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Company Description

ご紹介時にご案内いたします