



## Brand Manager

某ラグジュアリーメーカーでの募集です。 PRのご経験のある方は歓迎です。

### Job Information

#### Recruiter

JAC Recruitment Co., Ltd.

#### Hiring Company

某ラグジュアリーメーカー

#### Job ID

1570314

#### Industry

Food and Beverage

#### Company Type

International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards

#### Salary

6 million yen ~ 7.5 million yen

#### Work Hours

09:30 ~ 17:30

#### Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 初年度有給休暇最大14日（入社月で区分） 【休日...】

#### Refreshed

February 5th, 2026 07:00

### General Requirements

#### Career Level

Mid Career

#### Minimum English Level

Fluent

#### Minimum Japanese Level

Native

#### Other Language

French

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

【求人No NJB2349588】

【Main Responsibilities】

Brand Building

Take the lead role in the delivery of the following outputs with alignment with key stakeholders

- Annual Brand Plan development and implementation
- Mid Term Plan development and implementation
- Promotional plans and details (Calendars Connection Plan Budget KPIs)
- Business / Campaign / Activations analysis and reporting
- Trade activation implementation maximizing return on investment
- Merchandising / Tools plan and development
- Briefing to media team and PR/ Communication plan team with sharing goal and strategic intent and identify the relevant influencers / KOLs for each respective brand to develop the amplification plan on the event / product launch
- Analyze / track the market / consumer trend to work together with Market intelligence team
- A P management

#### Commercial Building

Collaborate with Commercial Excellence team to implement the BBI (Brand Building Investment) plan in Trade.

- Share the marketing and BBI plan in details
- Align with the commercial plan for each respective brand (Volume Distributions Rate of sales)
- Analyze the activation result to measure the performance vs KPIs
- Leverage Trade / Consumer feedback to reflect to the next action points

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## Required Skills

### Key Qualifications

#### Qualifications

- Over 7 8 years professional experience in the marketing / business development field
- 5 7 years of brand management experience in consumer goods / luxury brands industry
- Proven experience of luxury marketing with good sense of understanding luxury brands
- Experience in international environment would be an advantage
- Experience in Consumer Communication and/or Public Relations management (press key opinion leaders)
- Experience in event planning/ execution specialize in handling PR/Event agencies
- Experience in relation with digital communication
- Maintenance of good relations with representatives of the media

#### Skills

- Language Skills: Fluent in Japanese and English both in writing and speaking. Proficiency in French is a plus
- Strong business/commercial acumen with a good understanding of managing a brand business
- Strong communication skills in an international/diverse environment (both in Japanese and English)
- Understanding of brand building within a luxury context
- Good organizational and planning skills
- Presentation and negotiation skills
- Strong numerical/analytical skills
- Be creative / lead innovation
- Strong people management/coaching skills
- Good networking influencing and communication skills
- Drive for results
- Deal with ambiguity
- Problem solving / be able to generate solution pro actively
- Take responsibility
- Be positive and proactive
- Motivate team members
- Be "Hands on"
- Take on challenges be competitive
- Be able to identify issues and articulate them logically
- Honest in opinions
- Listens well
- Will to learn and experiment
- Challenge orthodoxy
- Able to build and manage relationships with stakeholders and partners
- Have high interest in lifestyle brands and dining out

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## Company Description

ご紹介時にご案内いたします