Brand Marketing Specialist / ブランドマネージャー

Job Information

Recruiter
en world Japan K.K

Job ID
1570561

Industry
Food and Beverage

Job Type
Contract

Location
Tokyo - 23 Wards

Salary
7 million yen ~ 9 million yen

Salary Bonuses
Bonuses paid on top of indicated salary.

Refreshed
November 1st, 2026 07:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Fluent Level

Minimum Education Level
Technical/Vocational College

Visa Status
Permission to work in Japan required

Job Description

Position: Brand Marketing Specialist (Maternity Leave Contract)

Japanese Title: ブランドマーケティングスペシャリスト（産休代替契約）
Industry: Premium Spirits & Lifestyle Brands
Location: Tokyo, Japan
Contract: 1-year fixed term (maternity leave coverage)
Salary: Up to ¥9,500,000 annually

会社概要 / About Us

We are a global leader in premium wines and spirits, with a strong portfolio of iconic brands enjoyed worldwide. Our mission is to create **conviviality and memorable experiences** for consumers through innovation and excellence in brand building.

「人と人をつなぐ、心豊かなひととき」を提供することを目指し、日本市場でもプレミアムブランドの価値を高めていま

す。
世界中で愛されるブランドを、日本のお客様に最高の体験とともにお届けします。

職務概要 / Role Summary

As a **Brand Marketing Specialist**, you will support the Marketing Manager in designing and executing brand strategies for specialty brands. This role focuses on **brand equity, visibility, and trade activation programs** , ensuring alignment with global strategies while tailoring initiatives for the Japanese market.

主な業務内容 / Key Responsibilities

- **Brand Strategy & Execution**
  - Design and execute brand strategies with Marketing Manager support
  - Drive brand equity through experience and visibility programs
  - Implement trade programs to boost sales and profitability
- **Brand Planning**
  - Develop annual brand plans aligned with global/local objectives
  - Prepare high-quality presentations (pre-budget, quarterly plans, business reviews)
  - Provide strategic insights and creative thinking
- **Activation & Evaluation**
  - Plan and implement activations across On-Trade (bars), Off-Trade (retail, e-commerce), and consumer events
  - Manage social media accounts in collaboration with the Digital Team
  - Evaluate activations (ROI on sales and brand equity) and monitor brand performance
- **Project Management & Collaboration**
  - Build strong relationships with internal teams and brand partners
  - Manage suppliers and ensure compliance with brand guidelines

勤務条件 / Work Conditions

- Location: Tokyo
- Contract: 1-year maternity leave coverage
- Salary: Up to ¥9.5M annually
- Reports to: Marketing Manager, Specialty Brands

Required Skills

応募資格 / Requirements

- 5+ years in brand marketing, trade marketing, or FMCG marketing
- Strong project management and stakeholder collaboration skills
- Business-level Japanese and English required
- Experience in premium brands or luxury goods preferred

Company Description