



## 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**

February 6th, 2026 04:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**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

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