



PR/087203 | Marketing Innovation Manager

Job Information

Recruiter

JAC Recruitment USA

Job ID

1579757

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United States

Salary

Negotiable, based on experience

Refreshed

May 19th, 2026 12:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

POSITION SUMMARY

A rapidly growing food company is seeking a Marketing Innovation Manager to lead early-stage innovation within the Asian food category in the U.S. market. This role is ideal for someone passionate about identifying cultural and consumer trends and turning them into high-impact product strategies.

RESPONSIBILITIES

- Identify and analyze emerging food, lifestyle, and cultural trends using key data sources and tools.
- Connect trend findings to consumer needs, category dynamics, and whitespace opportunities.
- Turn insights into clear consumer input that guides product and portfolio strategy.

- Lead concept development using insights, data, and competitive benchmarking.
- Build concept briefs and align direction with Procurement, Product Management, and Sales.
- Review sourcing options and evaluate OEM opportunities with internal teams.
- Support go-to-market plans, collaborate on messaging, and analyze post-launch results to inform future work.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business, or related field; MBA preferred.
- 5+ years in innovation, brand marketing, product marketing, or related CPG/food roles.
- Experience using insight tools and frameworks to validate opportunities.
- Strong interest or background in Asian food and U.S. consumer culture.
- Food industry experience—especially Asian food innovation—is highly desirable.
- Strong collaboration and communication skills with cross-functional leadership experience.
- Strength in strategic thinking, business acumen, trend fluency, and translating insights into execution.

SALARY USD \$100,000–\$160,000

LOCATION Santa Fe Springs, CA

BENEFITS

- Health, dental, vision, life & accident, and pet insurance
- 401(k) with company matching
- 19 days of paid time off
- Wellness program and EAP assistance and much more!

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Company Description