



Understanding People

Senior Brand Manager / シニアブランドマネージャー

FMCG industry leadership role

Job Information

Recruiter

Specialized Group

Job ID

1584466

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

March 31st, 2026 12:10

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Senior Brand Manager, Food/Beverage シニアブランドマネージャー, 食品/飲料

Our client, a leading company in the FMCG sector, is seeking a Senior Brand Manager to oversee branding initiatives in Japan. This role offers the opportunity to lead comprehensive marketing strategies, including experiential events and digital media campaigns, to enhance brand affinity and purchase intent.

Key Responsibilities:

- Develop brand communication strategies for beverage products
- Execute marketing campaigns with agencies and PR teams
- Manage brand campaigns within budget constraints
- Engage influencers and loyal customers for brand growth
- Oversee brand positioning and strategy in Japan

- Collaborate with internal teams for marketing plan execution

Qualifications:

- Experience in brand management within FMCG sector
 - Proficiency in Japanese and English
 - Experience with marketing activation planning and execution
 - Ability to develop brand communication strategies
 - Experience working with agencies and PR teams
 - 5+ years of experience in brand management
 - Experience with digital and media amplifications
 - Familiarity with influencer and loyalty customer initiatives
 - Strong analytical skills for strategy development
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Required Skills

Company Description