



【800～1080万円】 Brand Manager

レゴジャパン株式会社での募集です。 法人営業（その他）のご経験のある方は歓迎で...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

レゴジャパン株式会社

Job ID

1584942

Industry

Daily Necessities, Cosmetics

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Work Hours

09:00 ~ 17:30

Holidays

【有給休暇】有給休暇は入社時から付与されます 12 days granted in the first year (up to...

Refreshed

April 2nd, 2026 15:09

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2366631】

Core Responsibilities

Work independently to drive assigned portfolio/franchises for LEGO Japan with product passion and experience consumer and shopper centric mindset integrated go to market approach (digital content EC and retail driven) to achieve the target of business.

Develop insights led communications and campaigns which are fresh creative and brand encouraging to audiences with local relevancy to generate strong and sustainable consumer demand.

Orchestrate multi touch point content planning. Work cross functionally with key partners to gear the owned / earned / shared / paid (OESP) activities enabled by content towards sales and brand impact.

Collaborate closely with multiple business functions as the leading function including sales operations e commerce etc. to drive up the growth of assigned category.

Will have accountability for a range of marketing specialties such as media digital PR EC and etc.

Closely work with global and region team to understand the global strategy positioning and support plan and influence the development of global portfolio creative to ensure products and campaigns are relevant within Japan market. ·

Required Skills

Do you have what it takes ·

Minimum 5 years of experience in consumer brand marketing managing multiple brands and portfolio. Strong experience in brand marketing preferably in consumer goods or lifestyle brands.

Strong verbal and written communication skills in both Japanese (Business level proficiency) and English language to collaborate with colleagues globally.

Experience in working with kids and families as an audience is a plus but not mandatory

Strong understanding "Audience First" approaches and experiences in developing integrated marketing campaigns/activations in collaborations with Trade/Digital teams

Strong capabilities to collaborate and influence internal cross functions and external agencies to overcome obstacles.

Results orientated with successful experience in decision making analytics time management and market innovation skills

Effective presentation and writing skills with the ability to convey a compelling and concise message and to engage and inspire colleagues

Ability to work in complex organizations with constraints on processes resources and flexibilities

Ability to work independently and to collaborate within a team.

Ability to think strategically while still focusing on immediate short term tasks.

Cross functional and cross cultural interest.

Domestic and International travel may be required

Curious and fun!

Company Description

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