



Understanding People

Brand Marketing Director | Food & Beverage ブランドマーケティングディレクター

Leading F&B company

Job Information

Recruiter

Specialized Group

Job ID

1592715

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

May 18th, 2026 18:02

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

Brand Marketing Director | Food & Beverage ブランドマーケティングディレクター

Our client, a leading company in the Food & Beverage industry, is seeking a Brand Marketing Director to spearhead comprehensive marketing strategies. This role offers the opportunity to define brand positioning and strategy, focusing on experiential activations, digital/media amplifications, and influencer initiatives. Enjoy the benefits of working in a dynamic environment with opportunities for career growth and development.

Key Responsibilities:

- Develop brand communication strategies for campaigns
- Collaborate with agencies to maximize media reach
- Execute marketing plans within budget
- Engage influencers and loyal customers
- Define brand positioning and strategy for target consumers
- Build relationships to increase brand reach and trial

Qualifications:

- Business level+ communication skills in Japanese and English
 - Experience in brand-building and marketing activation
 - Strategy development skills using data and insights
 - Experience in the Food & Beverage industry is preferred but not mandatory
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Company Description