



## 【840～1050万円】Category Manager Brand Marketing

ブリティッシュ・アメリカン・タバコ・ジャパン合同会社での募集です。プロダクト...

### Job Information

**Recruiter**

JAC Recruitment Co., Ltd.

**Hiring Company**

ブリティッシュ・アメリカン・タバコ・ジャパン合同会社

**Job ID**

1598273

**Industry**

Specialized Import, Export

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen ~ 10 million yen

**Work Hours**

09:30 ~ 18:00

**Holidays**

【有給休暇】有給休暇は入社後3ヶ月目から付与されます 初年度10日3ヶ月目から 【休日】完全週休二日制 土日 祝日 年末年始...

**Refreshed**

June 25th, 2026 16:58

### 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 NJB2390240】

What are the key objectives and expectations from this role ·

As part of the dedicated AREA New Categories' marketing team you'll be responsible for supporting the planning developing and executing the strategy that drives category growth through our powerful global brands across APMEA N region or in a specific end market.

The role is important in delivering brand manifestos toolkits that cover everything in the marketing mix from product claims to packaging pricing and total communications with activation guidelines. The role supports a variety of specific brand projects ( such as environmental sustainability brand launches new product introduction campaigns etc ) ensuring the proposals generated are on brief producing clear recommendations supported by insightful market analysis and delivering comprehensive post implementation reviews.

#### ACCOUNTABILITIES

- Contribute to the development of the global brand strategy and expression to drive the achievement of corporate objectives including brand vision positioning target audience and marketing mix ( including focus on innovation pipeline ) to maximise long term potential focused on 1 to 4 years horizon.
- Support the localisation of global brand strategies and guidelines to transfer to Consumer Experience and Deployment teams for local market execution. Reflect end market consumer needs market dynamics brand strategic intents to stay true to global strategies while accommodating local needs and opportunities
- Contribute to and maintain a clear communication strategy by defining key consumer insights competitive analysis technology trends business needs and market opportunities.
- Lead external agencies ( innovation creative media design ) to drive the marketing mix offer with effective packaging design and TTL communication delivering against the brand objectives and commercial targets ensuring the deployment of a globally consistent brand.
- Ensure timely approval of all relevant trademarks mix elements and product claims through LEX R D and SP I
- Work together with Marketing Insights to gain fact based consumer led evaluation of markets brand mix new ideas and programs including test markets to prove the efficacy of the marketing mix.
- If relevant monitor AREA marketing mixes execution of brand strategies plans and standards to maintain the integrity of brand equity acting as required.
- Manage full year deliverables within set budget. Monitor activities and plans against budget releasing or requesting additional funding as required.
- Develop effective working relationships with AREA CX and Marketing Deployment Managers to facilitate communications of brand/market information share best practices and promote commitment/support behind implementation of brand strategies.
- Develop effective working relationships with advertising agencies and other marketing suppliers to ensure that world class communication materials and creative ideas are available to support brand strategies. Contribute to agency evaluations.
- Develop a rich understanding of key markets consumer wants marketing segmentation and key competitive activity ( creative product pricing packaging programs ) throughout the world to enhance development of brand strategies communications and line extension opportunities that will fully exploit brand potential.

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#### Required Skills

##### Experience Required

- Marketing professional with extensive and relevant experience ( 5 years+ ) in all aspects of brand marketing and mix development gained within an international environment international FMCG companies and/or entrepreneurial consumer facing companies.
- Experience in communications and digital marketing are highly desired for this role

##### Marketing Capabilities Required

- Foundations: Foresights Brand Commercial Sustainability
- Macros: Leading Edge Consumer Business Intelligence Evocative Brand Experiences Sustainable at the Core

##### Capabilities:

- Evocative Brand Experiences
- Persona Consumer Journeys
- Brand positioning and ideal ( DNA )
- Brand experience strategy
- Marketing and campaign planning
- Channel Strategy
- Agency Management
- Data powered Content Creation
- Category Foresights Macros trends
- Creative Content Concept Planning
- Content Production Translation Adaptation
- Content Strategy

##### Other

- Price Strategy Setting
- P L Analysis Management
- Responsible Marketing
- Delivering the Sustainability Agenda
- Education / Qualifications / Certifications Required

#### BENEFICIAL

- Ideally with brand building experience in new or disruptive categories

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#### Company Description

紙巻たばこ製品の輸入・販売およびマーケティング・販売促進活動