



Category Executive (Junior Manager)

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

1601846

Industry

Specialized Import, Export

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 7.5 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

July 9th, 2026 18:04

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 NJB2394746】

ROLE SUMMARY

What are the key objectives and expectations from this role •

As part of the dedicated AREA FMC 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 supports 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

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.

Support line manager to ensure full year deliverables within set budget. Monitor activities and plans against budget proactively raising any changes to budgets outlook.

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.

Required Skills

Experience Required

- Marketing professional with extensive and relevant experience (3 5 years) in all aspects of brand marketing and mix development gained within an international environment international blue chip FMCG companies and/or entrepreneurial consumer facing companies.

Marketing Capabilities Required

It is expected that the job holder will have acquired the following capabilities at some level throughout experience.

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

Capabilities:

- Evocative Brand Experiences

Brand positioning and brand experience strategy

Marketing and campaign planning

Strategy Objectives/KPIs

Persona Consumer Journeys

Channel Strategy

Cross channel Orchestration

Agency Management

- Data powered Content Creation

Category Foresights Macros trends

Content Strategy good to have

Creative Content Concept Planning

Content Production Translation Adaptation

- Other

Price Strategy Setting

P L Analysis Management

Responsible Marketing

Delivering the Sustainability Agenda

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