

Contact Lense, Product Manager

Job Information

Recruiter
JAC International Co., Ltd.

Job ID
1613062

Industry
Medical Device

Company Type
Small/Medium Company (300 employees or less) - International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Ota-ku

Train Description
Keihin Tohoku Line (Tokyo-Yokohama), Omori Station

Salary
6 million yen ~ 10 million yen

Salary Bonuses
Bonuses included in indicated salary.

Salary Commission
Commission included in indicated salary.

Work Hours
9:00-17:30 (コアタイム：11:00-14:00)

Refreshed
November 9th, 2026 01:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Fluent Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

OBJECTIVES/PURPOSE OF JOB
Leads and facilitates products to set up a solid mid-long term product/brand strategy and brand communication plan to deliver company objectives.

Invest efficiently in A&P by understanding the product-channel matrix, maximizing brand value and contributing to the growth of sales and profit.
Plan and execute cross-functional communication strategies to maximize the sales performance of designated products.

KEY ACTIVITIES/RESPONSIBILITIES
■ Merchandising
Develop a clearly defined strategy to expand the company's business share in the market.
Analyze markets, retailers, competitors' products, and communication activities.
Develop and execute optimal brand communications tailored to each channel and execute strategies to maximize existing products within designated channels.
Gain a comprehensive understanding of company and competitor product features and portfolio variations, and ensure the optimal pricing, communication assets, and product portfolio are delivered to the market.
Lead new product development projects as project champion.

■ Marketing
Define and manage the brand architecture and key messaging, elevating brand value beyond functional product specifications to emotional and social benefits.
Establish and govern brand guidelines and tone of voice to ensure brand consistency across all touchpoints, including professional, retail, digital, and media channels.
Drive endorsement of company brands through key industry stakeholders and partners to deliver business and marketing objectives.
Understand marketing KPIs and develop and execute effective communication strategies.
Develop brand messaging to further strengthen brand value.
Provide strong creative direction and lead agency/production partners to translate brand strategy into impactful creative execution.
Enhance brand awareness and equity in the market through aligned planning and execution.
Develop and execute optimal brand communications tailored to sales channels.
Plan, execute, and review effective annual and monthly communication and promotional programs across digital and offline channels.

■ Others
Manage P&L to achieve planned pricing, margin, and profitability targets, delivering value-added marketing execution while optimizing product and channel mix.
Work closely with cross-functional teams to fully align commercial and marketing strategies and execution.
Maintain appropriate pricing by leveraging market research data, reviewing production and sales costs, forecasting volume, and estimating costs for special or customized products.
Prepare short- and long-term sales forecasts, special reports, and analytical materials to provide essential information to internal and external stakeholders.
Set KPIs and conduct performance analysis.

KEY RELATIONSHIPS (e.g. internal customers/business partners, external customers/partners)
Sales, Finance, Supply Chain, Product Development, Commercial Operations, Legal, Quality, and overseas project coordinators.
Advertising agencies, promotion agencies, design agencies, and research agencies.

Employee Benefits:
Employment Type: Full time employee (正社員)

Office Location: Central Tokyo, Japan
Working Model: Hybrid, 4 days in office with flex time.
Interviews: 3
Budget: Up to 10 Mil (base+bonus)
Welfare and Insurances: Covered

Required Skills

QUALIFICATIONS/TRAINING (e.g. professional qualifications, on-the-job training, education)
University degree, preferably MBA or marketing-related field
Proven track record in brand positioning and strategy development
Strong ability to translate quantitative data and qualitative insights into a clear, cohesive brand narrative and strategic action plan.

EXPERIENCE (e.g. health care industry, multinational company, number of years, what level/types of roles, etc)
3-7 years of marketing experience, including product development and preferably brand marketing experience.
Marketing communications experience within a manufacturing or consumer-focused industry.
Prior experience in a brand management or marketing role within an international organization.
Experience in healthcare, consumer products, personal care, retail, or related industries.

Required COMPETENCIES (knowledge, skills and attitude)
Business level of English, able to conduct and perform duties in English with ease.
Has strong competencies in marketing i.e. strong interpersonal communication skills, excellent analytical skills, open-minded and flexible to work with different backgrounds and functions, creativity and problem-solving skills, learning ability, driving innovation and value.
Demonstrable strategic thinking skills that enable the development of robust business and marketing strategies.
Influencing skills with key internal and external stakeholders to successfully achieve business and marketing objectives.
Strong analytical and financial skills.
Effective verbal and written communicator and presenter to connect across various departments.
Strong understanding of products, markets, and customer needs.

Other Conditions (if any: ability to travel, etc)

Good team player

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国 (また2011 年には香港・韓国にも拠点を新設予定) でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC’s unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

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