

**【1000～1300万円】Brand Manager Wellness Category**

プロダクトマネージャー・ブランドマネージャーのご経験のある方は歓迎です。

**Job Information****Recruiter**

JAC Recruitment Co., Ltd.

**Hiring Company**

非公開

**Job ID**

1613172

**Industry**

Food and Beverage

**Company Type**

International Company

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

10 million yen ~ 13 million yen

**Work Hours**

09:00 ~ 17:30

**Holidays**

詳細は求人ご紹介時にご案内いたします。

**Refreshed**

September 17th, 2026 17:34

**General Requirements****Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

**Job Description**

【求人No NJB2387948】

【Role Summary/Purpose】

The Science Diet Brand Manager is responsible for the development and execution of brand plans programs and go to market activities to achieve the brand's short and long term business objectives. Responsible for leading the brand team in developing strategic priorities creative briefs for holistic marketing campaigns or initiatives assessing critical issues and recommending strategic and tactical solutions. Monitor and analyze sales volumes market trends digital and promotional initiatives and competitive activity. Ensure consistent and effective brand messaging to the consumer and consistent

consideration of retail environment specific needs/tactics.

#### 【Responsibilities】

##### ■Brand Strategy ( 20% )

- Review Develop Align and Execute Brand Marketing strategy mainly annual basis
- Closely collaborate with Customer Development Organization and Integrated Brand Experience Digital team to develop and execute strategy

##### ■Go to Market Integrated Marketing Communications ( 60% )

- Lead the initiative design of Integrated Marketing Communications such as product innovation ( new product driven initiative ) and commercial innovation ( new communication idea driven initiative ) including communication idea development agency brief and/or brief to internal stakeholders
- Co lead the new product preparation for Japan launch such as local copy claim and packaging.
- Lead the initiative delivery of Integrated Marketing Communications and Go to Market such as advertisement ( online offline ) point of sales materials to Brick Mortar and EC shop front and/or sales promotion ( e.g. open consumer campaign )
- Periodically align the plans with Asia Regional Marketing team

##### ■Retail Sales Activation ( 10% )

- Have the internal sales deployment for Spring and Fall to handover Integrated marketing Communications plan to Customer Development Organization
- Join and support JBP ( Joint Business Planning ) with top retailers when necessary
- Support sales activation with top retailer/s when necessary

##### ■Insights Analytics ( 10% )

- Up to date dynamics of the wellness pet food market through sell through data ( Intage SRI+ basis ) and integrate issues and opportunities to Brand strategy and/or Integrated Marketing Communication plans.
- Up to date consumer insights through qualitative researches and/or reports

## Required Skills

#### ■Required Qualifications:

- Bachelor degree required
- At least 5 years of brand management and/or customer marketing in consumer goods industry
- Native level Japanese and Business level English proficiencies.
- Ability to lead cross functional teams and clearly identify the tasks and resources required to move projects ahead
- Teamwork collaboration • Works effectively with people in other departments functions and regions
- Effective execution • Achieves results with speed and excellence
- Ability/potential to understand financial as well as business implications of programs and initiatives
- Strengths in analytical skills to draw insightful conclusions from available data.
- Strengths in leveraging key insights into action
- Outstanding project management and planning skills
- Knowledge Adequate digital literacy including a thorough understanding of Internet and software programs such as e mail Excel PowerPoint and Word.
- enthusiasm and assertiveness

#### ■Preferred Qualifications:

- Master's Degree in Marketing or Business Administration will be an advantage.

## Company Description

ご紹介時にご案内いたします