



PR/110795 | Brand Marketing & Product Development Manager

Job Information

Recruiter[JAC Recruitment India](#)**Job ID**

1614202

Industry

Retail

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

September 22nd, 2026 10:32

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Brand Marketing & Product Development Manager

Location: Gurgaon

Job Overview: The Brand Marketing Manager will be responsible for building and growing the brand in India through effective brand strategy, consumer understanding, integrated marketing plans and successful product launches. The role will work closely with Product Development, Sales, E-commerce, Supply Chain, Finance and other teams to drive brand awareness, consumer adoption and business growth

Responsibilities:

- New Product Launch
- Brand strategy and ATL/BTL

- Plan and execute integrated marketing campaigns across digital, social media, e-commerce, offline and other relevant channels.
- Monitor key brand marketing KPI's, including awareness, engagement, sales, market performance and campaign effectiveness.

Requirements:

- Bachelor's degree in marketing, Business Administration, or a related field. MBA/PGDM in Marketing will be preferred.
- 7–10 years of experience in FMCG, D2C startup brands, baby care, personal care, oral care, or related consumer categories.

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Company Description