

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
November 17th, 2026 15:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Fluent Level

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 brans 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.

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: https://www.jac-recruitment.in/privacy-policy
Terms and Conditions Link: https://www.jac-recruitment.in/terms-of-use

Company Description