



Understanding People

Brand Marketing Manager / ブランドマーケティング責任者

Drive innovation & new product launches

Job Information

Recruiter

Specialized Group

Job ID

1616727

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

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General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Marketing Manager

Key Responsibilities

Strategic Brand Leadership

- Develop and execute a long-term brand growth strategy, expanding the business beyond its core offerings and creating a broader category vision that supports sustainable growth.

Innovation & Product Development

- Lead the innovation pipeline from idea generation through commercialization, ensuring a steady flow of new product concepts and multiple annual launches that contribute to portfolio expansion and market share growth.

Cross-Functional Leadership & Project Management

- Partner closely with global stakeholders, supply chain teams, commercial functions, and senior leadership to align business priorities, drive strategic initiatives, and ensure successful execution across the portfolio.

Portfolio Growth & Category Expansion

- Identify and assess opportunities in adjacent categories and premium segments, developing business cases and growth strategies to capture new revenue streams and strengthen market presence.

Marketing Investment Management

- Manage marketing and promotional budgets across the portfolio, ensuring effective resource allocation and evaluating campaign performance to maximize return on investment.

Brand Activation & Commercial Execution

- Lead the development and execution of integrated marketing initiatives, adapting brand programs to various channels and customer segments while ensuring alignment with business objectives and performance metrics.

Business Performance Management

- Monitor portfolio performance, market trends, and commercial health metrics. Utilize data-driven insights to optimize distribution, improve velocity, and support long-term profitability.

What You'll Bring

Experience

- 5+ years of brand management, category management, or marketing experience within FMCG, consumer goods, beverage, food & beverage, or related industries in Japan.
- Strong understanding of product innovation, portfolio management, and commercial execution.

Language Skills

- Native or fluent Japanese and strong business-level English communication skills, both written and verbal.

Commercial & Analytical Thinking

- Proven ability to interpret market, consumer, and category data to identify growth opportunities, support business decisions, and develop compelling value propositions.

Stakeholder Management

- Demonstrated success influencing cross-functional teams, including Sales, Marketing, Finance, Operations, and Supply Chain, to achieve common business objectives.

Technical Proficiency

- Advanced skills in Microsoft Office applications and experience working with market research, analytics, and brand performance tracking tools.

Company Description