Assistant Brand Manager - Global FMCG

Global FMCG brand growth role

Job Information

Recruiter
Cornerstone Recruitment Japan K.K.

Hiring Company
Confidential Global Food Company

Job ID
1619064

Division
Marketing

Industry
Food and Beverage

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6 million yen ~ 8 million yen

Salary Bonuses
Bonuses included in indicated salary.

Work Hours
9:30-18:30, flexible start 9:00-10:00

Holidays
Weekends, national holidays and company holidays

Refreshed
November 7th, 2026 00:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level
Fluent Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

As part of a North Asia marketing team based in Tokyo, you will support brand growth in Japan across product innovation,

consumer marketing and commercial activation. You will own assigned projects from concept through launch, working closely with local and global stakeholders.

Key responsibilities
- Contribute to annual brand and innovation plans using consumer, market and business insights
- Manage product innovation and renovation projects, including product, packaging, messaging and activation
- Coordinate with Sales, R&D, distributors, agencies and external partners
- Support consumer and customer-facing activations across relevant channels
- Track business performance, marketing KPIs, budgets and basic P&L indicators
- Monitor competitor activity and market trends, translating insights into growth opportunities

Working arrangement
- Tokyo-based hybrid model with three office days and two work-from-home days per week
- Working hours are 9:30 AM to 6:30 PM, with a flexible daily start between 9:00 AM and 10:00 AM
- Two openings are available

Required Skills

Required
- At least 3 years of hands-on marketing or brand management experience
- Experience in product marketing, product development or innovation projects
- B2C or consumer-product marketing background
- Strong project management and stakeholder coordination skills
- Fluent Japanese and practical business English
- Ability to work with business data, KPIs and basic P&L concepts

Preferred
- FMCG or food and beverage industry experience
- Experience with brand communications, consumer activation or digital marketing
- Experience collaborating with Sales and cross-functional teams
- Experience in a multinational or global working environment

Company Description