

Brand Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Tier 1 FMCG Company - FOOD & BEVERAGE

Job ID
1621409

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
8 million yen ~ 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

Lead the end-to-end management and growth of an established consumer brand in Japan. Develop and execute brand strategy and commercial action plans to achieve key objectives across sales volume, market share, brand performance, and profitability.

Key Responsibilities

Brand Strategy & Consumer Insights

-Own and execute the end-to-end brand strategy for the Japan market.
-Analyze sales, brand, consumer, competitor, and market data to identify key performance drivers and growth opportunities.
-Translate consumer insights into actionable strategies by identifying underlying motivations, emerging trends, and unmet consumer needs.
-Continuously identify portfolio, category, activation, and commercial opportunities.

Innovation & Portfolio Management

-Manage and develop the existing product portfolio through product renovation, range extensions, and new product development.
-Develop consumer-focused concepts and innovations based on market and consumer insights.
-Build strong go-to-market and launch strategies for new products, designed to generate consumer awareness and trial.

Brand Activation & Execution

-Develop and execute integrated activation plans across digital, retail, in-store, and other consumer touchpoints.
-Lead execution of brand plans from strategy through implementation, taking end-to-end ownership of results.
-Work cross-functionally with relevant internal and external stakeholders to ensure timely and effective execution.
-Monitor performance and adjust plans based on results, market developments, and consumer response.
-Support strong retail execution, including POS materials, in-store promotions, and activation programs.

Employee Benefits:
Compulsory Benefits (Health Insurance, National Pension, Accident Insurance, Employment Insurance)
DC Pension

Required Skills

-Strong project and stakeholder management skills, with the ability to lead and collaborate effectively across multiple functions.
-Proven experience managing multiple new product or marketing initiatives in a fast-paced consumer environment.
-Demonstrated end-to-end brand management experience, including management of established products, portfolio/SKU renovation, innovation, and new or limited-edition launches.
-Native-level written and spoken Japanese with strong business-level English.
-Approximately 2?5 years of hands-on Brand Marketing experience within FMCG or a related consumer goods industry.
-Experience taking ownership of or contributing significantly to brand financial performance / P&L management.
-Experience working with major Japanese retail and consumer channels is preferred.
-Experience in food, consumer products, and/or digital marketing is advantageous.
-Experience developing marketing activities for younger consumer demographics is preferred.

Company Description

新たに日本マーケットに参入される外資系企業や、日本でさらなるビジネス拡大をお考えの外資系企業のお客様に、私たちは最適な採用サポートを提供いたします。1975年に英国初の日系人材紹介会社としてロンドンで創業し、その後シンガポール、日本、マレーシア、インドネシア、タイ、中国の7カ国 (また2011 年には香港・韓国にも拠点を新設予定) でグローバル人材紹介会社として事業を拡大してきたジェイ エイ シーは、そのバックグラウンドから、海外文化への深い理解を持ち合わせています。グローバルに事業を展開する日系人材紹介会社のリーディングカンパニーとして、私たちは他に類のない人材ネットワークから、日本人の優秀なバイリンガル人 材や外国人のプロフェッショナル人材をご提供することが可能です。幅広い業種、職種においてのエキスパートである当社のネイティブあるいはバイリンガルコ ンサルタントが皆様のパートナーとなり、適材適所で人材のご紹介をいたします。ジェイ エイ シーが築いてきた特有の歴史、文化、そしてグローバルマーケットでの強みを揺ぎない核として、日本マーケットで躍動する外資系企業のお客様のニーズにさら に的確にお答えするために、ジェイ エイ シー インターナショナルは誕生しました。私たちはアジアやヨーロッパのJAC Recruitment Group海外各社と緊密に連携を取り、お客様の真のニーズを把握した上で、最適なキャンディデイトをご紹介いたします。

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC’s unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

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