

Brand Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Global Consumer Healthcare Company

Job ID
1623050

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
7.5 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

A company in the consumer healthcare industry is hiring for a Brand Manager position. This is a high-impact opportunity to take full ownership of a growing OTC and supplement brand in Japan. The role offers end-to-end responsibility across strategy, product launches, communications, and brand growth initiatives, making it ideal for a commercially minded marketer who enjoys both strategic thinking and hands-on execution. Working closely with local, regional, and global stakeholders, you will play a critical role in building strong consumer connections and driving long-term brand success.

Job Description

Develop and execute brand strategies aligned with business objectives and growth priorities.
Identify growth opportunities through consumer insights, market analysis, and ongoing performance evaluation.
Manage brand performance with a strong commercial mindset, including ownership of brand profitability and business results.
Lead end-to-end execution of product launches, in-store activations, and integrated marketing campaigns.
Drive high-quality and on-time delivery of brand initiatives while managing multiple projects simultaneously.
Develop compelling brand communications and content that strengthen consumer engagement and reinforce brand

positioning.
Manage creative agencies and oversee content development to ensure consistency across all consumer touchpoints.
Lead social media and influencer marketing initiatives to grow brand awareness and customer engagement.
Collaborate with cross-functional teams across marketing, sales, regulatory, and supply chain functions to successfully deliver business objectives.
Partner with regional and global stakeholders to ensure local relevance while maintaining alignment with broader brand strategies.

Employee Benefits:
Benefits

Opportunity to own and shape the future of a growing consumer brand.
Significant exposure to regional and global stakeholders.
High level of autonomy and decision-making responsibility.
Cross-functional collaboration across commercial, marketing, regulatory, and supply chain teams.
Dynamic and entrepreneurial working environment.
Professional development and career growth opportunities.
Exposure to brand strategy, innovation, communications, and consumer engagement initiatives.

Required Skills

Qualifications

Minimum 5 years of brand management experience within a consumer goods environment.
Proven track record of successfully leading end-to-end product launches, retail activations, and integrated marketing campaigns.
Strong commercial acumen and experience managing brand performance.
Experience within beauty, personal care, wellness, or lifestyle-focused consumer brands is preferred.
Hands-on experience with social media marketing and influencer marketing programs.
Fluent Japanese language skills.
Business-level English communication skills.
Strong project management and execution capabilities.
Excellent stakeholder management and cross-functional leadership skills.
Agile and resilient mindset with the ability to thrive in a fast-paced environment.
Strong understanding of consumer behavior, market trends, and brand-building principles.
Entrepreneurial approach with a high level of ownership and accountability.
Open-minded and comfortable testing new ideas, learning quickly, and driving continuous improvement.

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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