

Brand (Asistant Manager)

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Consumer-centric FMCG organization

Job ID
1623646

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
7 million yen ~ 9 million yen

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

As part of the Japan Marketing Team, the Brand (Asistant Manager) will support the growth of key brands through brand strategy execution, product innovation, consumer marketing, and business development activities.

Key responsibilities include:

-Supporting the development and execution of annual brand and innovation plans.
-Managing innovation and renovation projects from concept to launch, including product development, packaging, communication, and activation.
-Working closely with Sales, R&D, Consumer Insights, distributors, co-manufacturers, and agencies.
-Supporting consumer-facing marketing initiatives, brand activations, partnerships, and new product launches.
-Monitoring business performance, market trends, competitive activities, and consumer insights.
-Supporting budget management, KPI tracking, and evaluation of marketing investments.
-Ensuring timely execution of marketing plans and brand standards across all consumer touchpoints.

Employee Benefits:

Compulsory Benefits (Health Insurance, National Pension, Employment Insurance, Accident Insurance)

Required Skills

Requirements
-3+ years of experience in Brand Management, Product Marketing, or Innovation
-Experience launching, developing, or managing consumer products
-B2C marketing experience
-Strong project and stakeholder management skills
-Native/Fluent Japanese and business-level English
-Ability to work cross-functionally with internal and external stakeholders

Preferred:
-Experience in consumer-facing industries (FMCG, Retail, Lifestyle, Beauty, Food & Beverage, Consumer Goods)
-Brand communication and consumer engagement experience
-Experience in an international environment
-Exposure to digital marketing, social media, influencer marketing, or activation campaigns

Company Description

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