

Assistant Brand Manager | Consumer Products (B2C)

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Top-Tier Global Consumer Goods Company

Job ID
1623647

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6 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

Position Overview:
Support the growth of a consumer retail brand by leading brand-building initiatives, product innovation, and market execution strategies designed to strengthen brand equity, increase sales, and expand market presence.

Key Responsibilities:
-Develop and execute long-term brand growth plans
-Lead new product launches and product enhancement initiatives
-Prepare and deliver presentations for internal stakeholders and project teams
-Present business recommendations to agency partners and retail customers
-Manage annual marketing budgets and spending
-Build demand forecasts for product launches and key initiatives
-Establish KPIs and drive execution against business objectives
-Focus on consumer products sold through retail channels, including drugstores, mass retailers, and specialty stores
-Partner cross-functionally with sales, marketing, and external stakeholders to deliver commercial success

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

Required Skills

Required Qualifications:
-Experience in Marketing, Brand Management, or related commercial functions
-Proven project management and cross-functional coordination skills
-Strong analytical and presentation skills (PowerPoint, Excel, Word)
-Ability to communicate effectively in English within an international business environment

Preferred Qualifications:
-Experience in a multinational organization
-Exposure to product development, innovation, or new product launch projects
-Experience in consumer-focused industries
-Ability to work with diverse stakeholders across functions and markets

Company Description

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