



Brand Manager / ブランドマネージャー

Large and International Manufacturer

募集職種

人材紹介会社

アセント・グローバル・パートナーズ (AGP)

採用企業名

Large and International Manufacturer

求人ID

1458137

業種

その他（メーカー）

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

雇用形態

正社員

勤務地

東京都 23区

給与

800万円 ~ 1200万円

更新日

2024年05月08日 04:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

流暢

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

This role entails the supervision of brand and business management.

The position carries the responsibility for strategizing and implementing plans aimed at achieving short and mid-term business and brand goals for these categories.

In addition to optimizing existing product offerings to enhance the brand and business, this role also necessitates spearheading the development of product and go-to-market strategies from the ground up in the assigned categories.

Furthermore, this position requires close collaboration with cross-functional teams at the local, regional, and global levels,

ensuring a high level of engagement to attain well-defined business objectives.

Key Responsibilities:

- Lead the planning and execution of strategies aimed at achieving short-term brand and business objectives for designated categories.
- Take charge of profit and loss management and monitor the overall brand health for the assigned categories.
- Lead the development of mid to long-term growth strategies for these categories, which may include the creation of new subcategories and pipeline development.
- Spearhead the planning and introduction of new products, along with compelling value propositions and go-to-market strategies, in areas crucial for future growth.
- Collaborate with and provide support to the brand manager in devising comprehensive brand strategies, considering both short-term and mid-term perspectives.
- Manage relationships with key internal and external stakeholders as the category lead for the brand, which includes agencies, the global marketing team, and the management team.
- Offer support for activations designed to enhance the Marketing team's engagement and performance among other marketing associates.
- Co-lead and collaborate on activations aimed at improving cross-functional ways of working and overall engagement.

スキル・資格

- Requires at least three years of experience in FMCG Marketing or an equivalent field with a proven track record of success.
- Proficiency in both Japanese and English communication is essential.

会社説明