



PR/117960 | Senior Brand Manager

募集職種

人材紹介会社

ジェイエイシーリクルートメントイギリス

求人ID

1538391

業種

小売

雇用形態

正社員

勤務地

イギリス

給与

経験考慮の上、応相談

更新日

2025年05月01日 20:19

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

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

Overview

Senior Brand Manager is responsible for managing the national brand, maximize sales, profit and brand equity, such as brand loyalty, awareness and quality perception

Duties of the Senior Brand Manager

- Responsible for total brand sales and profit.
- Analyzing all necessary data, such as POS data, consumer research data, sales data to make brand (marketing) strategy.
- Executing marketing strategy and confirm if it is doing correctly as you planned.
- Review (analyze) your marketing strategy as quickly as possible to get a grasp of current situation/problem (to find out what works doesn't work)
- Making new(revised) action plan based on the analysis of previous marketing strategy
- Analysing gaps in the market for potential new product development

- Handling customer information enquiries
- Management of brand pages on company website
- Regular store checks to confirm promotional compliance

Back Ground of the Senior Brand Manager

- Previous experience managing national brand for similar industries.
- Industry knowledge (Pharmacy, Grocery and Discounters) however not essential but preferred

We regret to inform applicants that only shortlisted candidates will be notified. Thank you for your understanding.
#LI_JACUK

会社説明