

MichaelPage

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Consumer Activation Expert - FMCG**Consumer Activation Expert - FMCG****募集職種****人材紹介会社**

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1543791

業種

その他

雇用形態

正社員

勤務地

東京都 23区

給与

600万円 ~ 900万円

更新日

2025年06月08日 19:54

応募必要条件**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

You'll lead and support the planning and execution of in-store and digital consumer activations. This role bridges marketing insights and retail impact, contributing to national campaign success.

Client Details

Join one of the world's most recognized lifestyle FMCG brands with a strong global presence. The Japan office offers a collaborative, fast-paced environment where marketing, culture, and innovation converge. You'll work alongside passionate teams that shape consumer engagement and bring bold brand visions to life.

Description

- Develop and implement national consumer activations for both retail and digital
- Analyze data and insights to shape strategy and execution plans
- Collaborate closely with Marketing, Sales (On & Off-Premise), and global HQ
- Manage projects from agency briefing to execution and performance review
- Create customer sell-in presentations with compelling narratives
- Report and evaluate campaign effectiveness using key KPIs

Job Offer

- Exposure to global brand marketing and retail collaboration
- Be part of an internationally recognized FMCG brand
- Hybrid working environment with flexible hours
- Hands-on ownership of national consumer campaigns
- Opportunity to collaborate with HQ and international teams

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

スキル・資格

- Marketing experience in FMCG, retail, or consumer promotions
 - Strong project management and stakeholder coordination skills
 - Able to translate data into strategic, actionable marketing plans
 - Business-level English and fluent Japanese required
 - Analytical mindset and self-starter attitude
 - Passionate about consumer engagement and brand storytelling
 - Comfortable working cross-functionally and under deadlines
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会社説明

A globally recognized FMCG brand known for its innovation, high-energy culture, and strong market presence. This is an opportunity to work in a forward-thinking marketing team that values creativity, data-driven decision-making, and impactful brand activations.