

MichaelPage

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Marketing Director (Japan and Asia) - Market entry F&B**Marketing Lead - F&B Market entry****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

1554591

業種

流通

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年08月09日 18:09

応募必要条件**キャリアレベル**

エグゼクティブ・経営幹部レベル

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

Lead the market entry and brand marketing strategy for a top-tier U.S. beverage in Japan and Asia. You will oversee full-funnel campaigns, localize global assets, and collaborate across functions to ensure commercial success.

Client Details

A leading U.S. premium beverage company is set to expand into Japan and wider Asia. With a reputation for innovation, quality, and global reach, they foster a collaborative, forward-thinking environment-perfect for those eager to make a real impact on a high-potential brand launch.

Description

- Develop and execute integrated marketing strategies across ATL/BTL and digital/traditional channels
- Build brand plans from local consumer insights, aligned with global direction
- Drive market entry strategy and long-term positioning to maximize growth
- Localize global assets and adapt messaging for Japanese and Asian audiences
- Define KPIs and measure performance of key brand/product initiatives
- Design and run full-funnel campaigns using data-driven segmentation
- Lead demand generation for B2B and B2C via traditional and emerging media

- Coordinate with stakeholders to drive in-store and online success
- Establish SOPs to streamline marketing execution across touchpoints
- Create visual guidelines and support field/in-store activations
- Train distributor teams and manage localized events and packaging designs

Job Offer

- Lead and shape a new market entry from Day 1
- High level of autonomy and decision-making authority
- Collaborative, innovative, and international team culture
- Competitive compensation package with performance bonuses
- Opportunity to play a pivotal role in a high-potential brand's growth

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

- Proven track record in strategic brand management and multi-channel campaigns
- Expertise in digital marketing, performance tracking, and ROI optimization
- Fluent business-level Japanese and English communication skills
- Strong analytical mindset with excellent problem-solving abilities
- Leadership experience collaborating with cross-functional teams
- Creative thinker with a passion for premium consumer products
- Self-driven, adaptable, and comfortable navigating ambiguity

会社説明

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