

MichaelPage

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Senior Brand Manager - Global FMCG brand**Senior Brand Manager - Global FMCG brand****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

1555966

業種

食品・飲料

雇用形態

正社員

勤務地

東京都 23区

給与

1000万円 ~ 1200万円

更新日

2025年08月21日 17:56

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

ビジネス会話レベル

日本語レベル

ネイティブ

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 innovation projects and marketing capability development, driving brand growth strategies and execution in the Japan market.

A unique opportunity to combine strategic thinking with hands-on implementation in a multinational environment.

Client Details

Our client is a global leader in the food & beverage industry, with a strong focus on health, sustainability, and consumer well-being. The company operates across diverse product categories and is recognized for its commitment to innovation, inclusivity, and social responsibility. In Japan, they are known for creating an open, international workplace that values diversity and empowers employees to make a real impact.

Description

- Lead innovation projects and cross-functional initiatives from concept to market launch.
- Build and implement end-to-end marketing plans with clear KPIs, ensuring excellence in execution.

- Develop and roll out annual marketing capability development plans in collaboration with leadership.
- Analyze consumer insights, competitive landscape, and market dynamics to identify growth opportunities.
- Collaborate with global and regional teams to leverage brand, product, and technology assets.

Job Offer

- The chance to lead high-impact projects in innovation and capability development.
- Exposure to a global network and best-in-class marketing practices.
- A dynamic, diverse, and inclusive workplace culture.
- Attractive compensation and benefits package.
- Opportunity to grow into broader leadership roles within the organization.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

スキル・資格

- Bachelor's degree or higher.
 - Solid experience in consumer goods marketing with strong exposure to digital marketing.
 - Proven track record in brand positioning, innovation, and marketing activation with measurable business results.
 - Strong analytical mindset, capable of building insights backed by data and frameworks.
 - Excellent communication skills in both Japanese and English, precise and structured.
 - Strong leadership in cross-functional team settings; ability to influence and inspire peers.
 - Passion for developing people and building marketing capability.
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会社説明

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