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Senior Brand Manager FMCG - up 19M

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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 1560595
業種 日用品・化粧品
雇用形態 正社員
勤務地 東京都 23区
給与 1300万円 ~ 1900万円
更新日 2025年10月03日 18:09
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

As the Senior Brand Manager, you will oversee brand strategy and execution within the FMCG industry, focusing on enhancing market presence and consumer engagement. This role, based in Tokyo, requires expertise in marketing and a strong ability to drive brand growth in a competitive environment.

Client Details

This opportunity is with a large organization recognized for its influence within the FMCG sector. The company operates globally, offering innovative products and services while maintaining a strong market presence. It supports structured career growth and is known for its focus on excellence in brand development.

Description

- Develop and implement strategic marketing plans for the hair brand in alignment with organizational goals.
- Lead cross-functional teams to execute brand initiatives and campaigns effectively.
- Analyze market trends and consumer insights to enhance brand positioning within the FMCG industry.
- Manage the product portfolio, including launches and lifecycle planning, to optimize performance in the Tokyo market.
- Collaborate with agencies to create impactful advertising and promotional strategies.
- Monitor key performance metrics to assess the success of brand strategies and identify areas for improvement.

- Ensure consistent brand messaging across all consumer touchpoints and platforms.
- Prepare and present reports to senior leadership on brand performance and strategic initiatives.

Job Offer

- Competitive salary package.
- Comprehensive benefits, including financial perks and professional development opportunities.
- Permanent employment in a large organization with a strong market presence in the FMCG industry.
- Opportunities to work on impactful projects in a global setting based in Tokyo.
- A supportive work culture that encourages innovation and excellence in marketing.

This is a fantastic opportunity for experienced marketers to elevate their careers. If you are passionate about brand management and thrive in the FMCG industry, apply now!

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

A successful Senior Brand Manager should have:

- Proven experience in brand management within the FMCG industry.
- Strong expertise in marketing strategy, campaign execution, and consumer insights analysis.
- A solid understanding of product lifecycle management and market dynamics in Tokyo or similar markets.
- Excellent collaboration and leadership skills to manage cross-functional teams and external agencies.
- Effective communication abilities to present ideas and results to senior stakeholders.
- A degree in marketing, business, or a related field.

会社説明

A leading global consumer goods company with a strong presence in Japan, offering iconic beauty and personal care brands. The company is known for its focus on innovation, sustainability, and empowering employees through flexible working arrangements.