

グローバル企業・<mark>外資×ハイクラス転職</mark> 「語学カ」を活かす転職なら、JAC Recruitment

★LUX Hair Demand Creation Assistant Brand Manager~世界No 1ユニリーバ~

ユニリーバ・ジャパン・ホールディングス合同会社での募集です。 プロダクトマネー...

募集職種

人材紹介会社

株式会社ジェイ エイ シー リクルートメント

採用企業名

ユニリーバ・ジャパン・ホールディングス合同会社

求人ID

1563729

業種

日用品・化粧品

会社の種類

外資系企業

雇用形態

正社員

勤務地

東京都 23区

給与

600万円~850万円

勤務時間

 $05:00 \sim 22:00$

休日・休暇

【有給休暇】入社7ヶ月目には最低10日以上 有給休暇10日~20日/年(入社初年は入社月に応じて付与) Well being休...

更新日

2025年11月13日 10:01

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

ネイティブ

最終学歴

高等学校卒

現在のビザ

日本での就労許可が必要です

募集要項

【求人No NJB2331970】

*英文レジュメの提出必須となります

ユニリーバ・ジャパンは1964年に世界最大級の消費財メーカー、ユニリーバの日本法人として設立されました。以来50年 以上、日本の消費者の皆さまにラックス、ダヴ、クリアー、アックス、ドメストなどのブランドをお届けしています

■ About Lux Hair

LUX is a successful No1 Market share brand in Japan hair care market for 8 consecutive years and priority of Unilever Japan

The brand is accelerating growth and premiumization agenda

The Brand is now seeking a strong talent for its Content Assistant Brand Manager position

■Job Purpose

- The Content Assistant Brand Manager supports / co lead with Brand Manager as the brand custodian: responsible for the equity growth and social first strategy of the assigned brand (s).
- Together with Brand Manager the Content Assistant Brand Manager is the driving force behind crafting and executing a holistic brand plan that brings demand creation activities with a strong emphasis on digital and social first initiatives.
- · The Content Assistant Brand Manager is responsible for leading social first brand planning developing and executing marketing strategies managing all digital social communication and contents.
- The Content Assistant Brand Manager is also responsible for fostering a strong brand identity ensuring consistent brand messaging and execute a social first approach to consumer engagement.

■Main Responsibilities

- · Supports / co Lead Brand Manager in developing social first marketing plans ensuring alignment with brand strategy and brand equity.
- · Execute social first marketing plans including media / communication plans in market for their brand driving profitable growth and market share.
- · Lead and project manage through the local agency group fostering strong partnerships and ensuring seamless collaboration with global and local marketing teams.
- · Lead and own the development of best in class brand experiences across digital / Social touch points building brand purpose driving brand marketing objectives and JTBD.
- · Be the digital pioneer pushing forward digital and e commerce execution working closely with the Demand Creation team and external agency partners to deliver seamless consumer experiences.
- · Monitor and review total brand budget and brand management to ensure accurate forecast and actual target for fiscal year.

[Skills we are looking for]

- (1) Strategic Brand Management:
- · Strategic Thinking Vision: Ability to develop and articulate a clear and compelling brand vision translate business objectives into actionable brand strategies and anticipate future market trends.
- · Brand Planning Execution: Proven ability to develop and execute integrated brand plans across all relevant touchpoints especially social area ensuring consistency in messaging and brand expression.
- · Creative thinking Strong Beauty Sense: Ability to develop desirable packaging contents for digital / social with strong beauty sense and excellent briefing skill.
- · Passion for beauty: A demonstrable passion for the beauty landscape its products keeping up with trends innovations and key players reflecting a genuine enthusiasm for the field.
- · Language: Basic English skill is mandatory fluent Japanese skill as a must

(2) Leadership Collaboration:

- · Cross Functional Collaboration: Exceptional interpersonal and communication skills to effectively collaborate with cross functional teams external agencies and stakeholders.
- · Agency Management: Experience managing and directing external agencies ensuring alignment with brand objectives and maximising the value of agency partnerships. Financial Analytical Acumen:
- · Financial Management: Strong financial acumen including budgeting forecasting with the ability to make data driven decisions to optimise growth.
- · Data Analysis Insights (preferred): Proficiency in using data analytics tools and techniques to track marketing performance measure ROI and derive actionable insights.

(3) Marketing Innovation:

- · Marketing Expertise: Deep understanding of marketing principles strategies and tactics across multiple channels including digital social experiential and traditional media.
- · Customer Insight: Strong understanding of consumer behaviour community insights market trends and competitive dynamics within the relevant industry.

スキル・資格

■What you need succeed Experience

- Brand Management: Minimum 5 years of experience in brand management marketing or a related field with a demonstrated track record of success in developing and executing brand strategies and driving business growth.
- · Consumer Goods Expertise: Experience in the consumer goods industry ideally with a focus on beauty personal care or a related sector (e.g. fashion luxury lifestyle).
- · Integrated Marketing Planning: Proven ability to develop and execute integrated marketing plans across multiple channels including digital social experiential and traditional media.
- · Financial Management: Strong financial acumen and experience managing budgets tracking performance and making data driven decisions to drive growth.
- · Agency Management: Proven ability to effectively manage and collaborate with external agencies including creative media and digital agencies.

Additional Desirable Experience

- · Social First Marketing Expertise: Deep understanding of social first marketing strategy tactics and best practices including content influencer community management PR/earned experiential and paid media.
- E commerce Experience: Experience developing and executing e commerce strategies or D2C strategies managing online sales channels and optimising the digital customer experience.
- · Data Analytics Skills: Proficiency in using data analytics tools and techniques to measure marketing performance derive insights and make data driven decisions.
- · Crisis Communication Issue Management: Proven ability to anticipate manage and mitigate potential reputational risks handle sensitive media inquiries and communicate effectively during a crisis. **

会社説明

ホーム&パーソナルケアのすべての事業