



アメリカの求人なら
JAC Recruitment USA

PR/087019 | Marketing Portfolio Manager

募集職種

人材紹介会社
JAC Recruitment USA

求人ID
1565052

業種
レストラン・フードサービス

雇用形態
正社員

勤務地
アメリカ合衆国

給与
経験考慮の上、応相談

更新日
2025年11月25日 15:00

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
無し

日本語レベル
無し

最終学歴
短大卒：準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

POSITION SUMMARY

A global organization is seeking a Marketing Portfolio Manager to lead go-to-market strategies for new products and manage portfolio growth for existing ones. This role focuses on both mainstream retail and food service/Asian retail channels, with a strong emphasis on consumer insights, brand development, and cross-functional collaboration.

RESPONSIBILITIES

• Market & Consumer Insights:

Collect and analyze consumer, customer, and market data to shape segment-specific strategies. Translate insights into actionable plans that drive brand and portfolio growth.

• Portfolio & Product Strategy:

Lead product development and portfolio management in high-priority categories. Monitor performance and adjust strategies based on KPIs and market feedback.

- **Brand Promotion & Campaign Execution:**

Co-lead branding and promotional efforts in collaboration with internal brand teams. Manage content calendars and ensure timely, high-quality campaign delivery.

- **Cross-Functional Collaboration:**

Work closely with researchers, designers, and external agencies. Coordinate with finance on budgeting and forecasting, and with HQ teams on digital initiatives tailored to local markets.

- **Marketing Systems & Tools:**

Champion the use of marketing automation and CRM platforms to improve operational efficiency. Support adoption of tools like Salesforce and other digital systems.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business, Communications, or related field (MBA preferred).
- 3–5 years of progressive marketing experience with a track record of successful strategy execution.
- Strong leadership and project management skills; experience mentoring team members is a plus.
- Expertise in digital marketing, content strategy, and performance analytics.
- Experience in the food industry is highly desirable.
- Familiarity with platforms such as Google Ads, Salesforce Marketing Cloud, HubSpot, or Marketo is a plus.

LOCATION Santa Fe Springs, CA

EMPLOYMENT TYPE Full-Time

SALARY USD100,000-160,000 (DOE)

BENEFITS

- Life & accident insurance
- Pet Insurance
- 401(k) with company matching
- Paid time off
- Wellness program and EAP assistance and much more!

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会社説明