



Brand Manager

某ラグジュアリーメーカーでの募集です。 PRのご経験のある方は歓迎です。

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

某ラグジュアリーメーカー

求人ID

1570314

業種

食品・飲料

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 ~ 750万円

勤務時間

09:30 ~ 17:30

休日・休暇

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 初年度有給休暇最大14日（入社月で区分） 【休日...】

更新日

2026年02月21日 18:00

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

流暢

日本語レベル

ネイティブ

その他言語

フランス語

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

【求人No NJB2349588】

【Main Responsibilities】

Brand Building

Take the lead role in the delivery of the following outputs with alignment with key stakeholders

- Annual Brand Plan development and implementation
- Mid Term Plan development and implementation
- Promotional plans and details (Calendars Connection Plan Budget KPIs)
- Business / Campaign / Activations analysis and reporting
- Trade activation implementation maximizing return on investment
- Merchandising / Tools plan and development
- Briefing to media team and PR/ Communication plan team with sharing goal and strategic intent and identify the relevant influencers / KOLs for each respective brand to develop the amplification plan on the event / product launch
- Analyze / track the market / consumer trend to work together with Market intelligence team
- A P management

Commercial Building

Collaborate with Commercial Excellence team to implement the BBI (Brand Building Investment) plan in Trade.

- Share the marketing and BBI plan in details
- Align with the commercial plan for each respective brand (Volume Distributions Rate of sales)
- Analyze the activation result to measure the performance vs KPIs
- Leverage Trade / Consumer feedback to reflect to the next action points

スキル・資格

Key Qualifications

Qualifications

- Over 7-8 years professional experience in the marketing / business development field
- 5-7 years of brand management experience in consumer goods / luxury brands industry
- Proven experience of luxury marketing with good sense of understanding luxury brands
- Experience in international environment would be an advantage
- Experience in Consumer Communication and/or Public Relations management (press key opinion leaders)
- Experience in event planning/ execution specialize in handling PR/Event agencies
- Experience in relation with digital communication
- Maintenance of good relations with representatives of the media

Skills

- Language Skills: Fluent in Japanese and English both in writing and speaking. Proficiency in French is a plus
- Strong business/commercial acumen with a good understanding of managing a brand business
- Strong communication skills in an international/diverse environment (both in Japanese and English)
- Understanding of brand building within a luxury context
- Good organizational and planning skills
- Presentation and negotiation skills
- Strong numerical/analytical skills
- Be creative / lead innovation
- Strong people management/coaching skills
- Good networking influencing and communication skills
- Drive for results
- Deal with ambiguity
- Problem solving / be able to generate solution proactively
- Take responsibility
- Be positive and proactive
- Motivate team members
- Be "Hands on"
- Take on challenges be competitive
- Be able to identify issues and articulate them logically
- Honest in opinions
- Listens well
- Will to learn and experiment
- Challenge orthodoxy
- Able to build and manage relationships with stakeholders and partners
- Have high interest in lifestyle brands and dining out

会社説明

ご紹介時にご案内いたします