



## Brand Marketing Specialist / ブランドマネージャー

### 募集職種

#### 人材紹介会社

エンワールド・ジャパン株式会社

#### 求人ID

1570561

#### 業種

食品・飲料

#### 雇用形態

契約

#### 勤務地

東京都 23区

#### 給与

700万円 ~ 900万円

#### ボーナス

固定給+ボーナス

#### 更新日

2026年01月23日 19:00

### 応募必要条件

#### 職務経験

3年以上

#### 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

流暢

#### 最終学歴

専門学校卒

#### 現在のビザ

日本での就労許可が必要です

### 募集要項

#### Position: Brand Marketing Specialist (Maternity Leave Contract)

**Japanese Title:** ブランドマーケティングスペシャリスト（産休代替契約）

**Industry:** Premium Spirits & Lifestyle Brands

**Location:** Tokyo, Japan

**Contract:** 1-year fixed term (maternity leave coverage)

**Salary:** Up to ¥9,500,000 annually

#### 会社概要 / About Us

We are a global leader in premium wines and spirits, with a strong portfolio of iconic brands enjoyed worldwide. Our mission is to create **conviviality and memorable experiences** for consumers through innovation and excellence in brand building.

「人と人をつなぎ、心豊かなひととき」を提供することを目指し、日本市場でもプレミアムブランドの価値を高めています

す。  
世界中で愛されるブランドを、日本のお客様に最高の体験とともにお届けします。

### 職務概要 / Role Summary

As a **Brand Marketing Specialist**, you will support the Marketing Manager in designing and executing brand strategies for specialty brands. This role focuses on **brand equity, visibility, and trade activation programs**, ensuring alignment with global strategies while tailoring initiatives for the Japanese market.

### 主な業務内容 / Key Responsibilities

- **Brand Strategy & Execution**
  - Design and execute brand strategies with Marketing Manager support
  - Drive brand equity through experience and visibility programs
  - Implement trade programs to boost sales and profitability
- **Brand Planning**
  - Develop annual brand plans aligned with global/local objectives
  - Prepare high-quality presentations (pre-budget, quarterly plans, business reviews)
  - Provide strategic insights and creative thinking
- **Activation & Evaluation**
  - Plan and implement activations across On-Trade (bars), Off-Trade (retail, e-commerce), and consumer events
  - Manage social media accounts in collaboration with the Digital Team
  - Evaluate activations (ROI on sales and brand equity) and monitor brand performance
- **Project Management & Collaboration**
  - Build strong relationships with internal teams and brand partners
  - Manage suppliers and ensure compliance with brand guidelines

### 勤務条件 / Work Conditions

- Location: Tokyo
- Contract: 1-year maternity leave coverage
- Salary: Up to ¥9.5M annually
- Reports to: Marketing Manager, Specialty Brands

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### スキル・資格

### 応募資格 / Requirements

- 5+ years in brand marketing, trade marketing, or FMCG marketing
- Strong project management and stakeholder collaboration skills
- Business-level Japanese and English required
- Experience in premium brands or luxury goods preferred

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### 会社説明