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11月01日 07:00

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
流暢レベル

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.

「人と人をつなぐ、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。
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

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

会社説明