



PR/087203 | Marketing Innovation Manager

募集職種

人材紹介会社

JAC Recruitment USA

求人ID

1579757

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

2026年04月21日 13:00

応募必要条件

職務経験

6年以上

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

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 rapidly growing food company is seeking a Marketing Innovation Manager to lead early-stage innovation within the Asian food category in the U.S. market. This role is ideal for someone passionate about identifying cultural and consumer trends and turning them into high-impact product strategies.

RESPONSIBILITIES

- Identify and analyze emerging food, lifestyle, and cultural trends using key data sources and tools.
- Connect trend findings to consumer needs, category dynamics, and whitespace opportunities.
- Turn insights into clear consumer input that guides product and portfolio strategy.

- Lead concept development using insights, data, and competitive benchmarking.
- Build concept briefs and align direction with Procurement, Product Management, and Sales.
- Review sourcing options and evaluate OEM opportunities with internal teams.
- Support go-to-market plans, collaborate on messaging, and analyze post-launch results to inform future work.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business, or related field; MBA preferred.
- 5+ years in innovation, brand marketing, product marketing, or related CPG/food roles.
- Experience using insight tools and frameworks to validate opportunities.
- Strong interest or background in Asian food and U.S. consumer culture.
- Food industry experience—especially Asian food innovation—is highly desirable.
- Strong collaboration and communication skills with cross-functional leadership experience.
- Strength in strategic thinking, business acumen, trend fluency, and translating insights into execution.

SALARY USD \$100,000–\$160,000

LOCATION Santa Fe Springs, CA

BENEFITS

- Health, dental, vision, life & accident, and pet insurance
- 401(k) with company matching
- 19 days of paid time off
- Wellness program and EAP assistance and much more!

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会社説明