



【1000～1200万円】 Brand Manager

YETI Japan合同会社での募集です。販売促進（SP）のご経験のある方は...

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

YETI Japan合同会社

求人ID

1582870

業種

アパレル・ファッション

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

1000万円～1200万円

勤務時間

09:00～18:00

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 【休日】週休二日制 土 日 祝日 年末年始

更新日

2026年03月19日 15:17

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

ビジネス会話レベル

日本語レベル

ネイティブ

最終学歴

高等学校卒

現在のビザ

日本での就労許可が必要です

募集要項

【求人No NJB2365212】

At YETI we believe that time spent outdoors matters more than ever and our gear can make that time extraordinary. When you work here you'll have the opportunity to create exceptional meaningful work and problem solve with innovative team members by your side. Together you'll help our customers get the high quality gear they need to make the most of their adventures. We are BUILT FOR THE WILD . .

As the Brand Manager you will strengthen YETI's brand and product relevance in Japan while supporting marketing alignment across Southeast Asia distributor markets. This role balances insight development product/category positioning

and hands on planning and execution across launches and activations.

You will work cross functionally with wholesale e commerce operations SEA distributors and external agencies to deliver meaningful and commercially effective initiatives.

Key Responsibilities:

1. Discovery Insights

- Identify consumer and cultural insights that enhance the relevance of YETI products in Japan
- Develop positioning angles that connect core categories (e.g. drinkware hard coolers cargo bags etc) to local outdoor and lifestyle moments
- Monitor market trends and competitor activity to identify opportunities and risks
- Evaluate launch and activation performance to refine future initiatives

2. Plan Produce

- Support development of annual brand and category priorities in partnership with Head of Marketing
- Plan and execute go to market initiatives for new product launches color collections seasonal campaigns and key commercial moments
- Ensure product storytelling is clearly translated across relevant touchpoints (e.g. retail social PR event touchpoints)
- Create and deliver brand activations and events (including tradeshows and third party events) with strong executional standards
- Collaborate with Associate Brand Manager to ensure smooth coordination across initiatives

3. SEA Distributor Market Management

- Provide brand and marketing guidance to Southeast Asia distributor markets
- Review distributor marketing plans to ensure premium and consistent brand representation
- Share launch frameworks and best practices developed in Japan
- Participate in planning discussions and periodic market reviews as required

4. Cross Functional Collaboration

- Partner with wholesale and e commerce teams to align brand initiatives with commercial priorities
- Coordinate with operations to ensure launch readiness
- Work with external agencies (Event Activation Social PR) to ensure cohesive execution
- Maintain clear communication and alignment across internal stakeholders

5. Operational Excellence

- Develop clear execution plans launch decks and performance reports (PowerPoint Excel Word etc.)
- Manage assigned budgets responsibly and in line with objectives
- Deliver initiatives on time within a lean team structure
- Travel domestically as required to support brand activations events and market initiatives

スキル・資格

Qualification Attributes:

1. Experience

- Minimum 8+ years' experience working in a similar role or relevant experience
- Demonstrated Experience in Consumer Goods / FMCG / Retail / Premium Lifestyle brands
- Proven experience planning and executing product launches event activation and integrated campaigns
- Experience working with distributor markets is a plus

2. Skill Capabilities

- Excellent strategic consumer focused thinking skills
- Excellent written and verbal communication skills
- Strong ability to translate insight into relevant product positioning
- Balanced strategic thinking and execution capability
- Highly organized with strong prioritization skills
- Nimble resourceful accurate and detail oriented; thrive in both independent and collaborative work environments
- Ability to work effectively in a fast paced changing environment
- Fluent in written and spoken Japanese English

3. Mindset

- Curiosity to learn and discover communities trends and insight
- Structured and thoughtful with strong ownership
- Goal oriented with high standards for excellence
- High degree of integrity reliability and trustworthiness
- Proactive and positive with a can do attitude; adaptable in a scaling organization
- Willingness to roll up sleeves and get the job done beyond defined scope; start up mentality
- Ability to prioritize travel and time in

会社説明

ご紹介時にご案内いたします