



【800～1080万円】 Brand Manager

レゴジャパン株式会社での募集です。法人営業（その他）のご経験のある方は歓迎で...

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

レゴジャパン株式会社

求人ID

1583009

業種

日用品・化粧品

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

800万円～1000万円

勤務時間

09:00～17:30

休日・休暇

【有給休暇】有給休暇は入社時から付与されます 12 days granted in the first year (up to...

更新日

2026年03月19日 15:19

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

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 NJB2366631】

Core Responsibilities

Work independently to drive assigned portfolio/franchises for LEGO Japan with product passion and experience consumer and shopper centric mindset integrated go to market approach (digital content EC and retail driven) to achieve the target of business.

Develop insights led communications and campaigns which are fresh creative and brand encouraging to audiences with local relevancy to generate strong and sustainable consumer demand.

Orchestrate multi touch point content planning. Work cross functionally with key partners to gear the owned / earned / shared / paid (OESP) activities enabled by content towards sales and brand impact.

Collaborate closely with multiple business functions as the leading function including sales operations e commerce etc. to drive up the growth of assigned category.

Will have accountability for a range of marketing specialties such as media digital PR EC and etc.

Closely work with global and region team to understand the global strategy positioning and support plan and influence the development of global portfolio creative to ensure products and campaigns are relevant within Japan market. ·

スキル・資格

Do you have what it takes ·

Minimum 5 years of experience in consumer brand marketing managing multiple brands and portfolio. Strong experience in brand marketing preferably in consumer goods or lifestyle brands.

Strong verbal and written communication skills in both Japanese (Business level proficiency) and English language to collaborate with colleagues globally.

Experience in working with kids and families as an audience is a plus but not mandatory

Strong understanding "Audience First" approaches and experiences in developing integrated marketing campaigns/activations in collaborations with Trade/Digital teams

Strong capabilities to collaborate and influence internal cross functions and external agencies to overcome obstacles.

Results orientated with successful experience in decision making analytics time management and market innovation skills

Effective presentation and writing skills with the ability to convey a compelling and concise message and to engage and inspire colleagues

Ability to work in complex organizations with constraints on processes resources and flexibilities

Ability to work independently and to collaborate within a team.

Ability to think strategically while still focusing on immediate short term tasks.

Cross functional and cross cultural interest.

Domestic and International travel may be required

Curious and fun!

会社説明

レゴ・グループについて レゴ・グループは、デンマークのビルンに本拠地を置く株式非公開の企業です。米国のエンフィールド、英国のロンドン、中国の上海、シンガポールに、主要オフィスを構えています。1932年、Ole Kirk Kristiansenによって設立され、代表製品であるレゴRブロックをベースにした、世界有数の子ども向け玩具メーカーです。「Inspire and develop the builders of tomorrow」という企業ミッションのもと、子どもたちの発達のために取り組み、創造的な遊びや学びを通して、将来の担い手にインスピレーションを与え、成長させることを目指しています。レゴ製品は世界中で販売され、www.LEGO.comでラインナップを確認できます。