



Understanding People

Senior Brand Manager / シニアブランドマネージャー

FMCG industry leadership role

募集職種

人材紹介会社

スペシャライズドグループ株式会社

求人ID

1584466

業種

食品・飲料

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2026年03月31日 12:10

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

ビジネス会話レベル

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

Senior Brand Manager, Food/Beverage シニアブランドマネージャー, 食品/飲料

Our client, a leading company in the FMCG sector, is seeking a Senior Brand Manager to oversee branding initiatives in Japan. This role offers the opportunity to lead comprehensive marketing strategies, including experiential events and digital media campaigns, to enhance brand affinity and purchase intent.

Key Responsibilities:

- Develop brand communication strategies for beverage products
- Execute marketing campaigns with agencies and PR teams
- Manage brand campaigns within budget constraints
- Engage influencers and loyal customers for brand growth
- Oversee brand positioning and strategy in Japan

- Collaborate with internal teams for marketing plan execution

Qualifications:

- Experience in brand management within FMCG sector
- Proficiency in Japanese and English
- Experience with marketing activation planning and execution
- Ability to develop brand communication strategies
- Experience working with agencies and PR teams
- 5+ years of experience in brand management
- Experience with digital and media amplifications
- Familiarity with influencer and loyalty customer initiatives
- Strong analytical skills for strategy development

スキル・資格

会社説明