SPECIALIZED GROUP Understanding People

Brand Marketing Manager / ブランドマーケティング責任者

Drive innovation & new product launches

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
1616727

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10月27日 14:00

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
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

Marketing Manager

Key Responsibilities

Strategic Brand Leadership

- Develop and execute a long-term brand growth strategy, expanding the business beyond its core offerings and creating a broader category vision that supports sustainable growth.

Innovation & Product Development

- Lead the innovation pipeline from idea generation through commercialization, ensuring a steady flow of new product concepts and multiple annual launches that contribute to portfolio expansion and market share growth.

Cross-Functional Leadership & Project Management

- Partner closely with global stakeholders, supply chain teams, commercial functions, and senior leadership to align business priorities, drive strategic initiatives, and ensure successful execution across the portfolio.

Portfolio Growth & Category Expansion

- Identify and assess opportunities in adjacent categories and premium segments, developing business cases and growth strategies to capture new revenue streams and strengthen market presence.

Marketing Investment Management

- Manage marketing and promotional budgets across the portfolio, ensuring effective resource allocation and evaluating campaign performance to maximize return on investment.

Brand Activation & Commercial Execution

- Lead the development and execution of integrated marketing initiatives, adapting brand programs to various channels and customer segments while ensuring alignment with business objectives and performance metrics.

Business Performance Management

- Monitor portfolio performance, market trends, and commercial health metrics. Utilize data-driven insights to optimize distribution, improve velocity, and support long-term profitability.

What You'll Bring

Experience

- 5+ years of brand management, category management, or marketing experience within FMCG, consumer goods, beverage, food & beverage, or related industries in Japan.
- Strong understanding of product innovation, portfolio management, and commercial execution.

Language Skills

- Native or fluent Japanese and strong business-level English communication skills, both written and verbal.

Commercial & Analytical Thinking

- Proven ability to interpret market, consumer, and category data to identify growth opportunities, support business decisions, and develop compelling value propositions.

Stakeholder Management

- Demonstrated success influencing cross-functional teams, including Sales, Marketing, Finance, Operations, and Supply Chain, to achieve common business objectives.

Technical Proficiency

- Advanced skills in Microsoft Office applications and experience working with market research, analytics, and brand performance tracking tools.

会社説明