Assistant Brand Manager - Global FMCG

Global FMCG brand growth role

募集職種

人材紹介会社
Cornerstone Recruitment Japan 株式会社

採用企業名
Confidential Global Food Company

求人ID
1619064

部署名
Marketing

業種
食品・飲料

雇用形態
正社員

勤務地
東京都 23区

給与
600万円 ~ 800万円

ボーナス
給与： ボーナス込み

勤務時間
9:30-18:30, flexible start 9:00-10:00

休日・休暇
Weekends, national holidays and company holidays

更新日
2026年11月07日 00:00

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 (英語使用比率: 25%程度)

日本語レベル
流暢レベル

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

As part of a North Asia marketing team based in Tokyo, you will support brand growth in Japan across product innovation,

consumer marketing and commercial activation. You will own assigned projects from concept through launch, working closely with local and global stakeholders.

Key responsibilities
- Contribute to annual brand and innovation plans using consumer, market and business insights
- Manage product innovation and renovation projects, including product, packaging, messaging and activation
- Coordinate with Sales, R&D, distributors, agencies and external partners
- Support consumer and customer-facing activations across relevant channels
- Track business performance, marketing KPIs, budgets and basic P&L indicators
- Monitor competitor activity and market trends, translating insights into growth opportunities

Working arrangement
- Tokyo-based hybrid model with three office days and two work-from-home days per week
- Working hours are 9:30 AM to 6:30 PM, with a flexible daily start between 9:00 AM and 10:00 AM
- Two openings are available

スキル・資格

Required
- At least 3 years of hands-on marketing or brand management experience
- Experience in product marketing, product development or innovation projects
- B2C or consumer-product marketing background
- Strong project management and stakeholder coordination skills
- Fluent Japanese and practical business English
- Ability to work with business data, KPIs and basic P&L concepts

Preferred
- FMCG or food and beverage industry experience
- Experience with brand communications, consumer activation or digital marketing
- Experience collaborating with Sales and cross-functional teams
- Experience in a multinational or global working environment

会社説明