



Brand Manager, Japan

Join the LEGO Team!

Job Information

Hiring Company

The LEGO Group

Job ID

1490766

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 23rd, 2024 00:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

レゴ・グループの成長を共に牽引し、多くの子供たちにレゴの楽しさを届けていくためのエキサイティングな挑戦にぜひご参加ください!

レゴグループでは Brand Manager を募集しています
興味のある方は、以下のリンクから採用情報にアクセスください。
皆様の応募を心から楽しみにしております。

Are you energized to deliver impactful marketing strategies to help ignite the love for LEGO ® products in the hearts of kids and adults?

Join us on an exciting journey to drive the LEGO Group's brand growth to reach out to millions of children!

This role is based in Tokyo Japan and no relocation assistance is offered for this position.

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.

Play your part in our team succeeding

LEGO Japan is one of the key markets for APAC region of The LEGO Group. Our organization consists Sales, Marketing, Operation, Finance and HR department, and the size of the organization is approximately 60 including temporary workers.

The Marketing team is made of 5 teams; Brand Marketing, Trade Marketing, Digital Marketing, PR & Partnership and Marketing Planning.

This role sits in brand marketing generating consumer demand and driving the business targeting core audience Kids 6-12, preschool and Teen/Adults.

Required Skills

Do you have what it takes?

- Strong experience in brand marketing, preferably in consumer goods or lifestyle brands.
- Strong understanding “Audience First” approaches and had experiences in leading large scale integrated marketing campaigns, digital / social communication, and partnerships / sponsorships.
- Experience in working with kids and families as an audience is a plus.
- Strong project management skills; experience working in a very fast paced environment while maintaining acute attention to detail and get things done at high quality.
- 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
- Strong verbal and written communication skills in both Japanese (Business level proficiency) and English language to collaborate with colleagues globally.

Applications are reviewed on an ongoing basis. However, please note we do amend or withdraw our jobs and reserve the right to do so at any time, including prior to any advertised closing date. So, if you're interested in this role we encourage you to apply as soon as possible.

What's in it for you?

Here is what you can expect:

Family Care Leave - We offer enhanced paid leave options for those important times.

Insurances – All colleagues are covered by our life and disability insurance which provides protection and peace of mind.

Wellbeing - We want our people to feel well and thrive. We offer resources and benefits to nurture physical and mental wellbeing along with opportunities to build community and inspire creativity.

Colleague Discount – We know you'll love to build, so from day 1 you will qualify for our generous colleague discount.

Bonus - We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.

Workplace - When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. Our hybrid work policy means an average of 3 days per week in the office. The hiring team will discuss the policy and role eligibility with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

The LEGO Group is highly committed to equal employment opportunity and equal pay and seeks to encourage applicants from all backgrounds (eg. sex, gender identity or expression, race/ethnicity, national origin, sexual orientation, disability, age and religion) to apply for roles in our team.

Research shows that women and people from different minority backgrounds often only apply for a job if they meet 100% of the listed qualifications. If you dream of being a part of our team and you meet many, but not all of our listed qualifications for this role, please apply.

The LEGO Group is fully committed to Children's Rights and Child Wellbeing across the globe. Candidates offered positions with high engagement with children are required to take part in Child Safeguarding Background Screening, as a condition of the offer.

Thank you for sharing our global commitment to Children's Rights.

Just imagine building your dream career.
Then make it real.

Join the LEGO® team today.

Company Description