



Head of Marketing (Japan / Korea)

chocolate & cocoa manufacturer

Job Information

Recruiter

PERSOL CAREER CO., LTD. Bilingual Recruitment Solutions (BRS)

Hiring Company

JN -082024-172050

Job ID

1491009

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

12 million yen ~ 13 million yen

Refreshed

November 26th, 2024 02:00

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

As the Marketing Director, this role is responsible for strategizing the local marketing strategy & leading a team of marketing talents for on-ground activation to serve our Industrials & Artisanal customers with a digital-first mindset. The position will need to identify key growth drivers and lead a robust 12M rolling marketing plan ranging from brand building, customer engagement and segment building activities across an omni-channel customer journey. This role operates across two focus countries with high profitability- Japan and Korea. This role will be a part of the Market Cluster Leadership team contributing to commercial success.

Main responsibilities:

- Activities include : "Strategic marketing & planning", "Customer Journey & Engagement", "Brands & Segments building", "Portfolio management"
- Identify market key growth drivers and develop an annual marketing plan to fuel market growth objectives (in close consultation with key regional and country stakeholders)
- Define the brand marketing tasks and jobs-to-be-done (e.g awareness, trial, repeat purchase, loyalty) with the aim to gain market share and increase penetration in the market

- Identify the right brand and portfolio mix to compete in the different market tiers (Callebaut in premium & VHP in mainstream) with full understanding of the competitive landscape
- Manage the full brand portfolio mix (proposition, product, pack, price, place, promotion) to ensure competitiveness in local markets (e.g price adjustment, pack upgrades etc)
- Deploy and activate the brand portfolios effectively across different market segments, creating relevant brand experience for various customer types (industrials & artisans), with a digital-first mindset
- Design and implement a robust REACH-ENGAGE-CONVERT customer engagement journey for all customer types, closing the loop from demand generation to fulfilment.
- Set and track performance marketing metrics to ensure the customer engagement activities achieved the desired performance and business KPIs
- Manage and track the set budget and resources allocated to the Marketing function
- Work closely with the commercial team to manage joint business planning with resellers/strategic partners. E.g. set promotions plans, innovation launches, product portfolio trainings
- This is a critical role for our growth strategy to bring new value to our customers in the market cluster, leveraging global expertise and knowledge.

Required Skills

Minimum requirements:

- Min 10 years of marketing experience in a B2B or B2C environment (preferably FMCG/ F&B/ingredient industry)
- Experience working in Japan market is required, additional experience with Korea market would be an advantage
- Has strong understanding of customer journeys and prior experience dealing with digital touchpoints & ecosystems
- Experience in translating consumer and market understanding into powerful insights & concepts
- Strong analytical skills and business acumen
- Hypothesis building/verification skills
- Project/Program management skills

Company Description

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