



Product Marketing Manager (Skincare)

Luxury French beauty brand

Job Information

Recruiter

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

Hiring Company

JN -082024-172046

Job ID

1491015

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

September 17th, 2024 07:00

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

To be the leader to drive the long-term growth of the skincare portfolio within Japan by creating and implement the most relevant product marketing strategy & plan in line with the overall company's objective and strategy, and responsible for its execution. Key in reinforcing our brand image and equity via meaningful activities that is relevant and liked by Japan consumers.

Main responsibilities:

- Product portfolio management
 - Plan and execute new product launch, with strategic thinking behind to develop winning concept and communication to win in cluttered market. To influence related functions to paint clear picture on the role of each launch and positioning. Important to upraise the brand ranking to the total Asia Pacific level.
 - Prepare necessary documents and information input for product registration, closely working with Pharm Dept and Paris team on outer carton and insertion creation
 - Lead the product forecast for new launches, existing SKU, samples and promotional items (POP) to control the stocks closely working with regional marketing, Retail, and Supply Chain.

- New product development for Japan market
 - Support the HQ and AP for Asia Product Development; Competitive Market / Product Trend Analysis, Proposition of Benchmark products.
 - Analyze the product performance, competitors, market trend to take action to paint the future in timely manner, and share to internal / AP after/before promotion with clear indicated actions in timely manner
 - Negotiate with AP / HQ for local needs to build business in JPN Market, with thorough understanding of global strategy and local market/ customers.
- Go to market campaigns/ activities
 - Drive the development of Marketing Calendar and fully responsible for its execution (including the sales result tracking and reporting), with customer base basics in mind (new customer acquisition, frequency of visit, IPT, AOV etc).
 - Working with communication team to ensure building of the right communication strategy with right contents (global + local) that will be delivered in each campaigns for brand building and cut through product messages.
 - Management of Marketing Expense in the concerned Area, reporting to Mktg Director on a regular basis.
 - Create sales promotional materials including product catalogue, product literatures, sampling materials, counter support tools, with customer journey in mind.

Required Skills

Minimum requirements:

- Minimum 5-year experience in Product Management in Cosmetic industry, experience in global company preferred
- Go to market experience is a MUST
- University degree
- Excellent communication skill (both oral and writing)
- Business English and good command of PC (Microsoft PPT and Excel)
- Strategic thinking / Result Oriented / Strong flexibility to cope with evolving Marketplace / Creative Mindset / Digital mind-set/ Experiences in Cosmetic Products (skincare or makeup) / Team Player / Attention in detail / Esthetic Sensitivity/ Multi-tasking/ Speed to market/ Digital mind-set.

Company Description

基礎化粧品及び各種メイクアップ化粧品、フレグランス製品を輸入、販売を行っています