



グローバルブランドマネージャー ◆ 外資系ゲーム会社 ◆ ゲームタイトルの世界向けブランディング戦略立案・実行を担当

日本語ネイティブ+英語ビジネスレベル以上必須

Job Information

Hiring Company

505 Games Japan K.K.

Subsidiary

505 Games Japan株式会社

Job ID

1491338

Industry

Gaming

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

(Almost) All Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chiyoda-ku

Train Description

Hanzomon Line, Jimbocho Station

Salary

5 million yen ~ 10 million yen

Refreshed

August 23rd, 2024 14:48

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Job Title: Global Brand Manager

Contract Type: Full time / Permanent or Fixed term

Location: Tokyo, Japan
Reporting to: Global Brand Director

Job Description:

Summary:

505 Games is seeking a Global Brand Manager to help guide the future of 505's most anticipated brands. In this role, you will be involved in many facets of brand management, strategy and execution. This role will report to a Global Brand Director and will require you to stretch your wings and exert yourself to drive existing sales and find new streams of revenue.

The Perfect Candidate

We are looking for Candidates who:

- Have an entrepreneurial mindset – See the opportunity, evaluate it, then mobilize
- Can prioritize & follow through – You know what is critical and mobilize others to win
- Think with both sides of their brain – You are comfortable in analysis but also can understand people
- Can improvise – Identify the root-problem, develop a strategy, and overcome
- Take their work seriously, but don't take themselves seriously – You're confident in your skills, comfortable asking for help, and don't mind admitting when you've fallen short

In summary, if you like brand strategy, you enjoy the creative process, and want to work on different types of games...please read further.

Duties and Responsibilities:

- Set business / operating results (Profit, Costs, and Revenue).
- Help create the central, global strategies and tactics to maximize brand profitability by learning the consumer target, competitive environment, and brand equities.
- Meet or exceed unit and revenue sales goals for assigned brands in the annual budget by taking a profit-maximization approach to Marketing and Brand Management.
- Individually tailor personal development plans for each member of the team to ensure they grow.
- Actively manage brand lifecycle by advising sales team of launch quantities, pricing strategies, sell in, sell through, channel inventory, and the competitive environment.
- Slice-and-dice sales data to discover trends and identify revenue gaps.
- Use consumer research to understand and define target audience.
- Clearly communicate strategies, risks and opportunities for assigned brands to all levels of the organization.
- Utilize and deploy cross-functional teams (PR, Social Media, Sales, Trade Marketing, Operations, Production Services, and Finance) to deliver successful product launches and business results.
- Develop and implement brand learning plans/post-mortems that measure return on marketing investment and provide feedback on how to improve future marketing efforts.
- Establish effective working relationships with territory-based teams (PR, Trade, Sales, Promotions, Events, & Online) Development teams, and Senior Management.
- Evangelize brand to external partners (1st parties, Licensors, Retailers, and Agencies) and by sharing best practices with marketing colleagues.
- Assist Japanese GM tracking successes and areas of improvement.
- Assist in the creation of brand learning plans/post-mortems that measure return on investment and provide feedback on how to improve future efforts across Brand, Marketing, PR, Community and other verticals.
- Manage brand marketing approval processes across creative, business, legal and accounting.
- Manage media agencies, creative agencies, event agencies, and promotional partnerships.
- Build relationships across the organization to supply them with key player and Brand insights.
- Establish effective working relationships with territory-based teams (PR, Trade, Sales, Promotions, Events, & Online) Development teams, and Senior Management.
- Help manage best-in-class production of creative advertising and brand assets.
- Support industry events and retailer meetings when required.

About 505 Games

505 Games, a subsidiary of the Italian entertainment company Digital Bros., is a global publisher focused on offering a broad selection of video games for players of all ages and skill levels. The company publishes and distributes premium and free-to-play games on leading console and PC platforms as well as mobile devices and social networks.

Publishing highlights include DEATH STRANDING (PC), Control, Journey to the Savage Planet, Bloodstained: Ritual of the Night, Indivisible, Brothers – A Tale of Two Sons, Terraria, ABZÚ and Virginia. Distribution highlights include No Man's Sky, Hellblade: Senua's Sacrifice, Warhammer: Vermintide 2, Dead by Daylight and Inside/Limbo.

505 Games has offices in United States, United Kingdom, France, Germany, Italy, Spain, China and Japan.

Required Skills

Requirements:

- 3+ years of work experience in in the video game, consumer electronics, CPG or publishing categories in Japan or APAC is preferred
- Moderate to advanced proficiency in Microsoft Excel
- Moderate proficiency in a project management software (Teams, Monday.com, Salesforce, basecamp, Jira, teamwork, trello, etc)
- Previous experience managing budgets

- Deep knowledge on Japanese game market trends.
- Project management skill and ability to work in international teams, with external partners and vendors.
- Native level Japanese / Business level English.
- Must be able to travel domestically and internationally.

Company Description