

## Marketing Manager (Pet Care)

Shape the Future of Pet Healthcare

### Job Information

#### Recruiter

Michael Page

#### Job ID

1491395

#### Industry

Other (Medical, Pharmaceutical)

#### Company Type

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

#### Job Type

Permanent Full-time

#### Location

Tokyo - 23 Wards

#### Salary

8 million yen ~ 12 million yen

#### Refreshed

August 26th, 2024 08:37

### General Requirements

#### Minimum Experience Level

Over 1 year

#### 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

The Marketing Brand Manager will develop and execute customer-centric marketing strategies for the Companion Animal Group (CAG). This role will manage marketing projects, execute brand strategies, and collaborate with cross-functional teams to drive business success.

#### Client Details

Our client is a global leader in the animal healthcare industry, focused on providing innovative products and services to improve animal health and well-being. They are known for their commitment to advancing veterinary diagnostics, delivering reliable solutions that positively impact animals and their owners.

#### Description

- Develop and execute brand and product strategies to meet business objectives, leveraging various marketing channels such as digital, direct mail, advertising, and PR.
- Manage the marketing research and analysis process, ensuring the effective use of data to shape marketing initiatives.
- Oversee project management for marketing campaigns, ensuring timelines and budgets are met.
- Maintain brand integrity by managing corporate identity guidelines and ensuring proper usage of logos and trademarks.
- Collaborate with cross-functional teams and external partners to execute marketing plans and manage project workflows.

#### **Job Offer**

- Competitive salary and benefits package.
- Opportunity to work in a leading animal healthcare company with international exposure.
- Access to professional development and growth opportunities within a collaborative environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Sara Loh on +813 6832 8915.

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#### **Required Skills**

- Bachelor's degree or equivalent work experience with 3+ years as a brand manager or similar role.
  - Experience in managing product launches with strong skills in data analysis and customer insights.
  - Strategic thinker with the ability to manage complex marketing processes and simplify them for execution.
  - Excellent verbal and written communication skills, with proficiency in English (TOEIC 700+).
  - A proactive, customer-focused, and solution-oriented professional with strong project management abilities.
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