



Michael Page

www.michaelpage.co.jp

Consumer Insights Senior Manager - Retail Brand

Consumer Insights Senior Manager- Retail

Job Information

Recruiter

Michael Page

Job ID

1491607

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 12 million yen

Refreshed

August 27th, 2024 16:07

General Requirements

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

Lead the Consumer Insights (CI) efforts in Japan, focusing on research that drives product and marketing decisions. Collaborate closely with various teams to deliver impactful insights that fuel business growth.

Client Details

Our client is a globally recognized brand in the home appliance industry, renowned for its innovative products and rapid growth. They have a strong presence in the Asia-Pacific region, with Japan playing a critical role in their expansion strategy. The company offers a dynamic, agile, and collaborative work environment where employees are encouraged to think creatively and drive change.

Description

- Develop and execute a comprehensive market research plan to support annual sales targets.
- Design and localize research methodologies to align with Japan-specific consumer needs.
- Conduct and oversee both qualitative and quantitative research, including surveys, focus groups, and in-depth interviews.
- Analyze data to provide actionable insights and strategic recommendations for product and marketing teams.
- Mentor and coach junior team members to enhance their research skills.

- Manage and optimize the research budget, ensuring cost-effectiveness.

Job Offer

- Opportunity to lead the CI efforts in a key market for a rapidly growing global brand.
- Collaborative work environment with a focus on innovation.
- Competitive salary and benefits package.
- Professional growth and development opportunities.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

Required Skills

- 5-7 years of hands-on marketing research experience, including time with an agency.
 - Strong background in both qualitative and quantitative research.
 - Excellent analytical skills and the ability to write clear, logical reports.
 - Fluent in Japanese and English with strong communication skills.
 - Experience in the FMCG or durable goods industry is a plus.
 - Ability to multi-task and manage projects efficiently.
-

Company Description

Michael Page Japan is a leading recruitment agency, specializing in connecting talented professionals with top companies across diverse industries. With deep market insights and a commitment to excellence, we provide personalized recruitment services that help clients and candidates achieve their goals. Our extensive network and expertise make us a trusted partner in the Japanese job market.