



## Brand Manager | 14M yen

### Job Information

**Recruiter**

iWill Capital G.K.

**Hiring Company**

Our client is a global company that develops and sells premium p

**Job ID**

1497078

**Industry**

Retail

**Company Type**

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

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

9 million yen ~ 14 million yen

**Refreshed**

October 21st, 2024 00:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

**Job Summary:**

The position is responsible for developing and executing brand marketing and commercial strategy to achieve the brand's short and long-term business and marketing objectives. Responsibilities include developing brand/product strategy, developing product innovations, and executing commercial initiatives by leading cross-functional teams including agency partners. Under the direction of the Marketing Manager, this position is expected to lead brand initiatives to meet business objectives.

**What you will do:**

- Lead analysis of category dynamics and business drivers of vets and clients to feed into the business/brand strategies and execution plans
  - Develop marketing strategies/plans for initiatives such as new product launches, restages, portfolio management, and commercial initiatives to drive BRMO (brand recommended most often)
  - Lead and manage the development and execution of innovation projects and marketing plans working with Asia and global marketing team
  - Manage, track and report KPIs
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## Required Skills

### Required Qualifications:

- Bachelor degree or above
  - Marketing related degrees preferred but not mandatory
  - Minimum 5 years of marketing experience at consumer packaged goods and/or medical industries
  - Ability to lead cross-functional teams and clearly identify the challenges, tasks and resources required to move projects ahead
  - Ability/potential to understand financial as well as business implications of programs and initiatives
  - Strengths in analytical skills to draw insightful conclusions from available data/findings
  - Communicate skills – Japanese = native, English = business level (with negotiation skills)
  - Outstanding project management and planning skills
  - Technologically-savvy, including a thorough understanding of Internet and software programs such as e-mail, Excel, PowerPoint and Word.
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## Company Description