



【800～1000万円】 Associate Brand Manager Brand Development Dr.Ci:L...

JNTLコンシューマーヘルス株式会社での募集です。プロダクトマネージャー・ブ...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

JNTLコンシューマーヘルス株式会社

Job ID

1500294

Industry

Daily Necessities, Cosmetics

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Work Hours

09:00 ~ 17:40

Holidays

【有給休暇】初年度 12日 3か月目から 【休日】完全週休二日制 土 日 祝日 年末年始 完全週休二日制 土 日 祝日 年末年...

Refreshed

December 19th, 2024 13:01

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

【求人No NJB2259189】

What you will do :

The Associate Brand Manager of Premium Derma Brand Development Team (BDT) Dr.Ci:Labo (DCL) is a key role to accelerate one globalized revenue with accountability for development of new product innovation from agile innovation to new technologies and benefit platforms as conveyed through its portfolio packaging and global communication beyond its home market of Japan but also China and Asia Pacific Travel Retail.

The position will work closely with key functional teams in BDT which are identified as regional team.

Main Duties Responsibilities :

- The Associate Brand Manager will lead development planning and execution of both short and long term business initiatives for DCL brand as global scalability to deliver revenue and profit targets. Major job duties include new product innovation development (from development of new technologies and benefit platforms) commercialization strategy and global communication development for consumers and Health Care Professionals (HCPs) for brand growth.
- Lead project (s) for DCL with a deep understanding of consumer and markets (including markets' needs financial plan customer KPIs) by gaining guidance from Senior ABM and Brand Manager.
- Gain consumer insight / market intimacy to design innovation plans to meet goals Lead business case and competitive analysis to identify opportunities and support strategic priorities and deliver the professional innovation pipeline (Stream 1 4) for by developing solutions with strong technical skills and knowledge as an expert
- Pioneer use of big data to generate powerful consumer insights for innovation by advising project team members suggesting to managers
- Create commercial innovation for (e.g. claims innovation limited editions science proven technology content for consumers / HCP)
- Drive leadership on global communication campaigns development for the project (s) to proceed independently with guidance from managers and leaders
- Lead project teams partnering with multi functional teams (e.g. CBI as Consumer Business Intelligence R D PMO and Supply Chain Design and Packaging and Finance team) to conceptualize research develop deliver and deploy to Market (s) such as Japan China and TR.
- Partner with the local team (s) to deploy project (s) and advice BDT perspective for their market's forecasts market's activation plans and market's customer planning.
- Demonstrate owner mindset is to take personal accountability to execute in excellence to consumers which drives impact to the brand short term and long term business.

DCL Marketing Premium Derma Brand Development Team plays a critical role in our Skin Health Beauty strategy taking strong ownership to achieve globalizing scalability with an ambition to be one of the top power brands by 2030. He/she will operate with agility curiosity and an entrepreneurial mindset to innovate learn and champion best practices in partnership with cross functional partners and marketing counterparts in the Global teams AP region locally.

Required Skills**Required Qualifications :**

- A BA degree is required. Master's in business or marketing specialization preferred.
- A minimum of 6 8 years of progressive experience in setting a vision and executing in a similar integrated brand leadership role within a consumer packaged goods organization preferably with a breadth of functional and/or industry experience is required. Beauty experience is preferred.
- Fluency in English and Japanese is required.
- Ability to travel up to 20% is required and attend meetings beyond business day in own time zone.

Desired Qualifications :

- Experience marketing in a digital world (i.e. social media e commerce analytics on line) and is required.
- Experience leading in a matrix environment and cross functional teams is required.
- Demonstrated financial acumen in making effective business decisions is required.
- Demonstrated skill in executing and delivering brand / marketing leadership in a similar integrated brand leadership role is required.
- Experience in successful partnership with R D organizations to develop innovative products supported by specific and relevant brand messaging is required.
- Proven success in developing strategic agency partnerships to build long term brand health and business.

Personal Attributes / Leadership Profile :

- Big picture orientation and Strategic thinking
- Results Performance Driven
- Sense of Urgency
- Prudent Risk Taking
- Collaboration One team mindset

Company Description

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