



## Brand Manager

### Job Information

**Recruiter**

[iWill Capital G.K.](#)

**Hiring Company**

Our client is a well known retail company

**Job ID**

1503409

**Industry**

Retail

**Company Type**

Large Company (more than 300 employees) - International Company

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

10 million yen ~ 11 million yen

**Refreshed**

December 11th, 2024 06:00

### 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

#### About the position

- In the Japanese market for the French organic cosmetics brand, you will be responsible for formulating optimal communication, customer targeting, product selection, and omnichannel sales execution plans, and will be responsible for the overall brand and product marketing with the aim of maintaining the brand, acquiring customers, and expanding market share.

- This position will serve as a leader in supporting all brand marketing activities aimed at achieving sales goals in Melvita's omnichannel business. The position will be part of the marketing team and will report to the Brand President.

## 職務内容

### 1. Product Marketing (40)%

- Planning and execution of unique product strategies and sales plans for the brand that are tailored to Japanese consumer needs and market conditions while following the policies of the French headquarters - Short, medium, and long-term (3 years) plans
- Copy development for each promotion, direction to those in charge of direct mail, flyers, wrapping, etc.
- Planning, execution and management of sales promotion plans - Retail, EC, WS (eWS)
- Planning and implementation of brand campaigns

### 2. Marketing Operation (35)%

- Sales, tracking and analysis of customer trends, verifying the effectiveness of promotions - CRM
- Forecasting of products and materials, inventory adjustment - Retail, EC, WS (eWS)
- Storefront design, ordering of fixtures, displays, store promotional materials, etc., and inventory management

### 3. Communication/PR (25%)

- Planning and implementing PR and media
- Planning and implementing in-store VMD measures (planning, implementing and managing VMD measures in line with the promotion calendar)
- Creating and implementing display plans for various events
- Planning and executing 360-degree brand communication
- Supporting members in charge at offline events such as pop-ups

### 4. Team management, progress management

- Coordination with related internal departments and external agencies
- Team management: 3-4 people (1 person in charge of operations, 1 person in charge of VMD, 2 others to be hired)
- Management of marketing and media budget with emphasis on optimal results and ROI (return on investment)
- Management of marketing P&L (profit and loss)

## Required Skills

### ■English skill

level: Business level

Email correspondence (frequency: daily) Teleconference correspondence (frequency: daily)

Able to participate in meetings and debates in English

Able to create materials in English and make presentations by oneself

### ■Requirements

- Experience in product marketing
- Over 5 years of experience in other MKT-related work (2 years or more of experience in the retail industry is required)
- Experience in team management
- Experience in project management at external agencies for PR, events, etc.

### ■Welcome requirements

- Experience in cosmetics, luxury brands, FMCG companies
- Experience in 360-degree brand product marketing management
- Experience in EC, digital-related businesses
- Experience in retail and digital omnichannel marketing

### ■Desired personality

- Someone who can proactively carry out their work with a sense of responsibility and leadership
- Someone who can build smooth relationships with related departments and stakeholders
- Someone who can work flexibly with a sense of speed
- Someone who understands the importance of synergy and consistency between channels (EC, retail, marketing) for the growth and development of the brand
- Someone who can manage people in a way that helps team members improve their results and realize their potential
- Someone who can handle both management and practical work as a playing manager

## Company Description