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Brand Manager - Prestige Beverage Brand

Brand Manager - Luxury Beverage Brand

Job Information

Recruiter
[Michael Page](#)
Job ID

1508608

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

December 10th, 2024 10:36

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

This role involves spearheading marketing efforts for prestigious champagne and cognac brands, ensuring alignment with global guidelines while integrating innovative strategies. The candidate will lead campaigns, drive sales support, and manage the product portfolio to enhance market penetration and brand growth.

Client Details

Our client is a globally recognized luxury brand with a strong presence in the beverage industry, renowned for its rich heritage, dedication to quality, and innovative approach. They offer an exclusive portfolio of high-end champagne and cognac, representing timeless sophistication and excellence.

Description

- Develop and execute annual brand plans and budgets, aligning with global brand guidelines.
- Lead impactful marketing campaigns across ATL, BTL, and digital channels.
- Manage A&P budgets, ensuring optimized spending and maximized ROI.
- Drive collaboration with sales teams and trade partners to achieve ambitious goals.
- Develop CRM strategies targeting high-net-worth individuals (HNWIs).
- Conduct market analysis to anticipate trends and client preferences.

- Enhance brand visibility through engaging content, storytelling, and activations.

Job Offer

- A leading role in a prestigious luxury brand.
- Exposure to global markets and high-profile campaigns.
- Competitive compensation package.
- Opportunities for personal and professional growth in the luxury industry.
- Collaboration with a dynamic and innovative team.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

Required Skills

- Proven experience in brand management or marketing, particularly in the luxury alcohol industry.
 - In-depth knowledge of champagne and cognac, including production methods and market trends.
 - Strong analytical, creative, and problem-solving skills.
 - Proficiency in CRM tools, web analytics, and social media platforms.
 - Excellent communication and interpersonal skills, with a client-centric mindset.
 - Fluency in English and native-level Japanese; WSET Level 3 certification is a plus.
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Company Description

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