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Marketing Specialist - Haircare Brand

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Job Information

Recruiter
[Michael Page](#)
Job ID

1513950

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 8 million yen

Refreshed

December 25th, 2024 13:57

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 marketing initiatives for hair care products, including new product development (NPD) and communication strategies.
- Collaborate with internal and external stakeholders to enhance the customer journey and achieve project KPIs.

Client Details

A global leader in consumer and industrial products, this company is renowned for its legacy of innovation and trusted brands in the beauty and home care categories. With a vibrant and inclusive culture, they provide opportunities for professionals to grow, create impactful solutions, and drive sustainable growth in a future-focused environment.

Description

- Independently manage selected hair color projects using advanced marketing expertise.
- Plan and execute NPD activities, including insights, targeting, production, and pricing.

- Develop clear USPs, product stories, and communication strategies.
- Oversee marketing and communication activities across online and offline touchpoints.
- Track project KPIs and report to headquarters and local teams.
- Collaborate closely with internal teams, external partners, agencies, and country offices.

Job Offer

- Competitive compensation package.
- Opportunities to work on impactful global projects.
- A dynamic and supportive work environment.
- Room for professional growth within a market-leading organization.

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

- A minimum of 5 years of marketing experience.
- Proven experience in global or regional roles involving product category brand strategies.
- Expertise in NPD and 360 marketing across online and offline channels, preferably in hair care or related industries.
- Strong track record in KPI tracking and project management.
- Ability to independently execute marketing strategies and tasks.

Company Description

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