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## Insights Senior Manager - Retail Brand

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#### Job Information

**Recruiter**
[Michael Page](#)
**Job ID**

1513953

**Industry**

Bank, Trust Bank

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

10 million yen ~ 13 million yen

**Refreshed**

December 25th, 2024 14:20

#### 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

- Develop and execute consumer insights to support product development and marketing strategies in Japan.
- Work across qualitative and quantitative research methodologies to provide actionable recommendations.

#### Client Details

Our client is a global leader in consumer goods, recognized for innovation and exceptional product quality. They are rapidly expanding in the APAC region, with Japan playing a pivotal role in their growth strategy. Their flat and agile culture fosters creativity, collaboration, and opportunities to make a significant impact on both local and global markets.

#### Description

- Plan and execute comprehensive market research strategies tailored to the Japanese market.
- Design and localize research methodologies to uncover actionable insights.
- Conduct surveys, focus groups, and in-depth interviews to support product and marketing initiatives.
- Analyze quantitative and qualitative data to provide compelling reports and strategic recommendations.
- Mentor and coach team members, ensuring high standards in research execution and reporting.
- Optimize research budgets through effective negotiations and leveraging internal resources.

### Job Offer

- A leadership role in a global organization driving insights in Japan's unique market.
- Exposure to innovative product development and marketing strategies.
- A collaborative and agile work environment.
- Competitive salary and benefits package.

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.

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### Required Skills

- 5-7 years of marketing research experience, including hands-on qualitative and quantitative work.
  - Strong background in consumer goods or durable goods industries preferred.
  - Analytical expertise with the ability to synthesize insights across multiple projects.
  - Bilingual proficiency in Japanese and English, with excellent communication skills.
  - Demonstrated ability to balance creativity with objectivity and manage multiple tasks effectively.
  - Bachelor's degree in psychology, sociology, or a related field; advanced degrees are a plus.
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### Company Description

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