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Brand Manager (Contract)

Brand Manager - 8-Month Contract, Food

Job Information

Recruiter
[Michael Page](#)
Job ID

1514362

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

January 2nd, 2025 15:25

General Requirements

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Manage consumer marketing and PR initiatives for a leading global food company. Execute digital and brand activation campaigns to strengthen market presence in Japan.

Client Details

Our client is a globally recognized food company, renowned for its high-quality products and innovative marketing strategies. They provide an engaging, collaborative environment focused on growth, sustainability, and creating value for their consumers.

Description

- Plan and execute digital marketing campaigns, including TVC and social media.
- Lead brand activation initiatives to build awareness and audience connection.
- Oversee user-generated campaigns across social media platforms.
- Collaborate with external agencies on project management and campaign delivery.
- Analyze and utilize consumer data to optimize Google Ads, X (formerly Twitter), and YouTube performance.
- Track and report campaign metrics and ROI to internal stakeholders.

Job Offer

- Competitive salary for an 8-month fixed-term contract.
- Flexible work-from-home options.
- Additional paid leave days, including volunteering opportunities.
- Comprehensive insurance and travel allowances.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

Required Skills

A successful Brand Manager should have:

- Strong understanding of digital marketing channels and campaign leadership.
 - Experience with brand activation and audience engagement strategies.
 - Familiarity with managing user-generated content on social media.
 - Expertise in Google Ads, X, YouTube, and associated metrics.
 - Skilled in project management and agency collaboration.
 - Marketing background in the food/FMCG industry, with a focus on brand equity.
 - Fluent in Japanese and English with excellent communication skills.
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Company Description

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