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Brand Specialist - Consumer Activation

FMCG Brand Role - Consumer Activation

Job Information

Recruiter
[Michael Page](#)
Job ID

1521211

Industry

Other

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 9 million yen

Refreshed

February 6th, 2025 20:52

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

Shape consumer engagement by leading in-store and digital activations. Collaborate across teams to turn insights into compelling marketing strategies.

Client Details

A globally recognized FMCG brand known for its innovation, high-energy culture, and strong market presence. This is an opportunity to work in a forward-thinking marketing team that values creativity, data-driven decision-making, and impactful brand activations.

Description

- Develop and execute consumer activation strategies for in-store and digital.
- Analyze market data to create actionable marketing plans.
- Collaborate with marketing, sales, and external agencies to enhance brand presence.
- Manage project timelines, agency briefings, and execution of campaigns.
- Evaluate campaign performance through tracking tools and reporting.

Job Offer

- Opportunity to work with an internationally renowned brand.
- Hands-on experience in impactful consumer activation campaigns.
- Collaborative and energetic 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 Yuliia Chentukova at +81368328662.

Required Skills

- Experience in retail marketing, consumer promotions, or brand marketing.
 - Strong analytical skills to translate data into strategic decisions.
 - Excellent project management and collaboration abilities.
 - Ability to lead and coordinate across teams and stakeholders.
 - Passion for marketing in a fast-paced FMCG environment.
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Company Description

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