

MichaelPage

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Brand Manager - Skincare Brand

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Job Information

Recruiter
[Michael Page](#)
Job ID

1521220

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 8 million yen

Refreshed

February 7th, 2025 10:05

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 developing and executing marketing strategies to drive brand growth in the Japanese market. The position requires collaboration with multiple departments to ensure successful brand positioning and market penetration.

Client Details

Our client is a global leader in skincare, committed to scientific innovation and sustainability. With a strong presence in Japan, they emphasize collaboration with professionals and consumers to deliver high-quality products that enhance skin health. Their work culture fosters adaptability, proactivity, and continuous learning, making it an exciting place for marketing professionals seeking career growth.

Description

- Develop and implement marketing plans and annual brand strategies.
- Align marketing strategies with regional and global guidelines while considering the local market.
- Conduct market research and competitive analysis to optimize brand positioning.
- Manage product launches, promotional tools, and marketing campaigns.
- Collaborate with sales, digital, PR, and regulatory teams to ensure cohesive brand messaging.
- Negotiate with external partners and agencies to maximize marketing initiatives.

- Oversee cost management and logistics forecasting for product distribution.

Job Offer

- Competitive salary based on experience, with performance-based bonuses.
- Flexible working hours and a hybrid work model (including remote work).
- Career development opportunities, including potential overseas mobility.
- Employee discounts on company products.
- Comprehensive social insurance and benefits.
- Paid leave, including weekends, public holidays, summer vacation, and birthday leave.

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

- Minimum 3 years of marketing experience in brand planning and strategy.
 - Experience in skincare, consumer healthcare (OTC), or FMCG preferred.
 - Strong analytical and presentation skills with proficiency in PowerPoint, Excel, and Word.
 - Business-level English and native-level Japanese proficiency.
 - Experience in digitalization of workflows is a plus.
 - Strong communication and stakeholder engagement skills.
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Company Description

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