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## Brand Manager - FMCG Brand

### Brand Manager - FMCG Beauty brand

#### Job Information

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

1524737

**Industry**

Daily Necessities, Cosmetics

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

7 million yen ~ 10 million yen

**Refreshed**

March 4th, 2025 16:06

#### 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 is a Brand Manager role for a well-known retail hair care brand, responsible for expanding brand value, sales, and market share through branding, new product development, and strategic planning.

#### Client Details

Our client is a global leader in the beauty industry, known for its innovative approach to hair care products. With a strong presence in the retail sector, they are continuously evolving to meet consumer demands. The company fosters an inclusive and diverse work culture, providing employees with the flexibility and resources needed to succeed.

#### Description

- Develop and execute mid-to-long-term brand strategies.
- Lead new product launches and product renewals.
- Conduct presentations for internal teams, distributors, and retail chains.
- Manage annual budgets and sales forecasts for new products.
- Set KPI targets and execute action plans to drive business growth.

**Job Offer**

- Flexible work arrangements (hybrid work, work-from-anywhere policies).
- Global career development opportunities within an internationally recognized company.
- Competitive compensation & benefits, including parental leave and employee share plans.
- Comprehensive health & wellness programs, including insurance and sick 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.

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**Required Skills**

- Marketing experience in the beauty, haircare, or FMCG industry.
  - Project management skills with the ability to lead cross-functional teams.
  - Strong analytical skills with proficiency in PowerPoint, Word, and Excel.
  - Business-level English communication skills.
  - Experience in product development and global companies is a plus.
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**Company Description**

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