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Brand Manager - Top FMCG brand

Brand Manager - Skincare brand

Job Information

Recruiter
[Michael Page](#)
Job ID

1529098

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

March 26th, 2025 10:48

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

We are seeking a skilled and creative Brand Manager to play a key role in the growth and development of our FMCG product line. The successful candidate should be capable of developing effective marketing strategies that align with consumer trends and business goals.

Client Details

The employer is a large organization in the FMCG industry, renowned for its innovative products and commitment to quality. With a presence in Tokyo and a diverse workforce, the company is a leader in the skincare and personal care sector.

Description

- Develop and implement innovative marketing strategies for the product line.
- Conduct market research to identify consumer trends and competitive insights.
- Collaborate with cross-functional teams to ensure brand consistency.
- Monitor and analyze brand performance to ensure sales targets are met.
- Coordinate with advertising agencies to develop effective promotional campaigns.
- Manage marketing budgets and ensure cost-efficiency.
- Facilitate product development based on consumer and market insights.

- Organize and participate in product launches and promotional events.

Job Offer

- A competitive salary in the range of 8,000,000 JPY - 10,000,000 JPY plus bonus.
- An opportunity to work with a diverse team in a vibrant work environment.
- A chance to contribute to a leading brand in the FMCG industry.
- Comprehensive training and development opportunities.
- Generous holiday leave and other attractive benefits.

This is a fantastic opportunity for a skilled Brand Manager to take on a challenging role in a leading FMCG company. If you have the skills and experience, we encourage you to apply today.

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

A successful Brand Manager should have:

- A degree in Marketing, Business, or a related field.
 - Proven experience in brand management, preferably in the FMCG industry.
 - Strong analytical skills to understand market dynamics and sound business judgement.
 - Excellent communication and collaboration abilities.
 - A creative mindset coupled with a results-driven approach.
 - Proficiency in using marketing software and online tools.
 - Fluency in English and Japanese.
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Company Description

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.