

MichaelPage

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Brand Manager - FMCG Brand

Brand Manager - FMCG Beauty brand

Job Information

Recruiter

Michael Page

Job ID

1531909

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Refreshed

April 8th, 2025 16:08

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 BM Consumer role is an exciting opportunity to shape the marketing strategy for a leading FMCG brand. The ideal candidate will have a strong background in marketing and agency coordination, with a focus on driving consumer engagement and brand growth.

Client Details

Our client is a large organization that holds a prominent position in the FMCG industry. With a global presence and a commitment to innovation, the company prides itself on its diverse product portfolio and dedication to quality. Based in Tokyo, the company is poised for further growth and success.

Description

- Develop and implement innovative marketing strategies for FMCG products.
- Collaborate with the agency to ensure brand consistency and effectiveness.
- Analyze consumer trends and market insights to guide product development and marketing initiatives.
- Coordinate with the sales team to drive brand performance and growth.
- Evaluate campaign performance and make necessary adjustments to improve ROI.
- Lead cross-functional teams to execute marketing campaigns effectively.

- Oversee budget planning and management for marketing initiatives.
- Ensure compliance with company and industry regulations.

Job Offer

- Bonus incentives based on performance.
- Opportunity to work with a global leader in the FMCG industry.
- Collaborative and innovative company culture.
- Permanent role with opportunities for career advancement.

We encourage all qualified candidates to apply and seize this fantastic opportunity to work in a thriving industry and contribute to the company's success in Tokyo's dynamic market.

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 BM Consumer should have:

- A degree in Marketing, Business, or a related field.
- Proven experience in marketing within the FMCG industry.
- Strong understanding of consumer behaviors and market trends.
- Excellent coordination skills with agencies and internal teams.
- Proficient in data analysis and performance/ROI metrics.
- Excellent verbal and written communication skills in English and Japanese.
- Strong leadership capabilities and ability to work in a team.

Company Description

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.