



Head of Marketing (Japan / Korea)

chocolate & cocoa manufacturer

募集職種

人材紹介会社

パーソルキャリア株式会社 バイリンガル・リクルートメント・ソリューションズ (BRS)

採用企業名

JN -082024-172050

求人ID

1491009

業種

食品・飲料

雇用形態

正社員

勤務地

東京都 23区

給与

1200万円 ~ 1300万円

更新日

2024年11月26日 02:00

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

流暢

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

As the Marketing Director, this role is responsible for strategizing the local marketing strategy & leading a team of marketing talents for on-ground activation to serve our Industrials & Artisanal customers with a digital-first mindset. The position will need to identify key growth drivers and lead a robust 12M rolling marketing plan ranging from brand building, customer engagement and segment building activities across an omni-channel customer journey. This role operates across two focus countries with high profitability- Japan and Korea. This role will be a part of the Market Cluster Leadership team contributing to commercial success.

Main responsibilities:

- Activities include : “Strategic marketing & planning”, “Customer Journey & Engagement”, “Brands & Segments building”, “Portfolio management”
- Identify market key growth drivers and develop an annual marketing plan to fuel market growth objectives (in close consultation with key regional and country stakeholders)
- Define the brand marketing tasks and jobs-to-be-done (e.g awareness, trial, repeat purchase, loyalty) with the aim to gain market share and increase penetration in the market

- Identify the right brand and portfolio mix to compete in the different market tiers (Callebaut in premium & VHP in mainstream) with full understanding of the competitive landscape
- Manage the full brand portfolio mix (proposition, product, pack, price, place, promotion) to ensure competitiveness in local markets (e.g price adjustment, pack upgrades etc)
- Deploy and activate the brand portfolios effectively across different market segments, creating relevant brand experience for various customer types (industrials & artisans), with a digital-first mindset
- Design and implement a robust REACH-ENGAGE-CONVERT customer engagement journey for all customer types, closing the loop from demand generation to fulfilment.
- Set and track performance marketing metrics to ensure the customer engagement activities achieved the desired performance and business KPIs
- Manage and track the set budget and resources allocated to the Marketing function
- Work closely with the commercial team to manage joint business planning with resellers/strategic partners. E.g. set promotions plans, innovation launches, product portfolio trainings
- This is a critical role for our growth strategy to bring new value to our customers in the market cluster, leveraging global expertise and knowledge.

スキル・資格

Minimum requirements:

- Min 10 years of marketing experience in a B2B or B2C environment (preferably FMCG/ F&B/ingredient industry)
- Experience working in Japan market is required, additional experience with Korea market would be an advantage
- Has strong understanding of customer journeys and prior experience dealing with digital touchpoints & ecosystems
- Experience in translating consumer and market understanding into powerful insights & concepts
- Strong analytical skills and business acumen
- Hypothesis building/verification skills
- Project/Program management skills

会社説明

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