



Product Marketing Manager (Skincare)

Luxury French beauty brand

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 -082024-172046

求人ID

1491015

業種

日用品・化粧品

雇用形態

正社員

勤務地

東京都 23区

給与

800万円 ~ 1000万円

更新日

2024年11月12日 06:00

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

To be the leader to drive the long-term growth of the skincare portfolio within Japan by creating and implement the most relevant product marketing strategy & plan in line with the overall company's objective and strategy, and responsible for its execution. Key in reinforcing our brand image and equity via meaningful activities that is relevant and liked by Japan consumers.

Main responsibilities:

- Product portfolio management
 - Plan and execute new product launch, with strategic thinking behind to develop winning concept and communication to win in cluttered market. To influence related functions to paint clear picture on the role of each launch and positioning. Important to upraise the brand ranking to the total Asia Pacific level.
 - Prepare necessary documents and information input for product registration, closely working with Pharm Dept and Paris team on outer carton and insertion creation
 - Lead the product forecast for new launches, existing SKU, samples and promotional items (POP) to control the stocks closely working with regional marketing, Retail, and Supply Chain.

- New product development for Japan market
 - Support the HQ and AP for Asia Product Development; Competitive Market / Product Trend Analysis, Proposition of Benchmark products.
 - Analyze the product performance, competitors, market trend to take action to paint the future in timely manner, and share to internal / AP after/before promotion with clear indicated actions in timely manner
 - Negotiate with AP / HQ for local needs to build business in JPN Market, with thorough understanding of global strategy and local market/ customers.
- Go to market campaigns/ activities
 - Drive the development of Marketing Calendar and fully responsible for its execution (including the sales result tracking and reporting), with customer base basics in mind (new customer acquisition, frequency of visit, IPT, AOV etc).
 - Working with communication team to ensure building of the right communication strategy with right contents (global + local) that will be delivered in each campaigns for brand building and cut through product messages.
 - Management of Marketing Expense in the concerned Area, reporting to Mktg Director on a regular basis.
 - Create sales promotional materials including product catalogue, product literatures, sampling materials, counter support tools, with customer journey in mind.

スキル・資格

Minimum requirements:

- Minimum 5-year experience in Product Management in Cosmetic industry, experience in global company preferred
- Go to market experience is a MUST
- University degree
- Excellent communication skill (both oral and writing)
- Business English and good command of PC (Microsoft PPT and Excel)
- Strategic thinking / Result Oriented / Strong flexibility to cope with evolving Marketplace / Creative Mindset / Digital mind-set/ Experiences in Cosmetic Products (skincare or makeup) / Team Player / Attention in detail / Esthetic Sensitivity/ Multi-tasking/ Speed to market/ Digital mind-set.

会社説明

基礎化粧品及び各種メイクアップ化粧品、フレグランス製品を輸入、販売を行っています