

Brand Manager - Lifestyle Apparel Brand

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1491612

業種

小売

雇用形態

正社員

勤務地

東京都 23区

給与

900万円 ~ 1100万円

更新日

2024年08月27日 16:17

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

ビジネス会話レベル

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

Engage in innovative online and offline storytelling for brand. Lead the integrated, cross-functional marketing process with the goal of increasing the awareness and demand for the brand.

Client Details

A global lifestyle apparel brand that has grown into a household name. They are a company that values the well-being of their customers and employees.

Description

- Develop and localize integrated Marketing strategy for all the channels from Social Media, PR, etc.
- Oversee Brand strategy, development, and execution of campaigns, relationship, and social program.
- Partner with the cross functional teams including product, retail, and ecom on a consistent basis.
- Track and measure impact of local tactics and reactions as well as budget.

Job Offer

- Opportunity to work in an international environment.

- Hybrid work environment.
- Competitive bonus.
- Competitive holiday plan.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

スキル・資格

- Passionate about sports, health and well-being.
 - Campaign production experience both from strategy and production sides.
 - Experience in brand or integrated marketing (preferably in retail/apparel/sports).
 - Sports marketing or Mens brand experience is a plus.
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会社説明

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