



Brand Manager | 14M yen

募集職種

人材紹介会社

[アイウィルキャピタル合同会社](#)

採用企業名

Our client is a global company that develops and sells premium p

求人ID

1497078

業種

小売

会社の種類

中小企業 (従業員300名以下) - 外資系企業

外国人の割合

外国人 半数

雇用形態

正社員

勤務地

東京都 23区

給与

900万円 ~ 1400万円

更新日

2024年10月07日 10:47

応募必要条件

職務経験

6年以上

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

流暢

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

Job Summary:

The position is responsible for developing and executing brand marketing and commercial strategy to achieve the brand's short and long-term business and marketing objectives. Responsibilities include developing brand/product strategy, developing product innovations, and executing commercial initiatives by leading cross-functional teams including agency partners. Under the direction of the Marketing Manager, this position is expected to lead brand initiatives to meet business objectives.

What you will do:

- Lead analysis of category dynamics and business drivers of vets and clients to feed into the business/brand strategies and execution plans
 - Develop marketing strategies/plans for initiatives such as new product launches, restages, portfolio management, and commercial initiatives to drive BRMO (brand recommended most often)
 - Lead and manage the development and execution of innovation projects and marketing plans working with Asia and global marketing team
 - Manage, track and report KPIs
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スキル・資格

Required Qualifications:

- Bachelor degree or above
 - Marketing related degrees preferred but not mandatory
 - Minimum 5 years of marketing experience at consumer packaged goods and/or medical industries
 - Ability to lead cross-functional teams and clearly identify the challenges, tasks and resources required to move projects ahead
 - Ability/potential to understand financial as well as business implications of programs and initiatives
 - Strengths in analytical skills to draw insightful conclusions from available data/findings
 - Communicate skills – Japanese = native, English = business level (with negotiation skills)
 - Outstanding project management and planning skills
 - Technologically-savvy, including a thorough understanding of Internet and software programs such as e-mail, Excel, PowerPoint and Word.
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会社説明