

## Brand Marketing Manager - Luxury Cosmetics [8-9M JPY]

## Brand Manager - Luxury Cosmetics

## 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

1503398

## 業種

広告・PR

## 雇用形態

正社員

## 勤務地

東京都 23区

## 給与

800万円 ~ 900万円

## 更新日

2024年11月13日 14:25

## 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

Design and drive the implementation of the local marketing strategy. Define the strategic long-term vision for brand marketing in Japan, (communication channel footprint and mapping, public relations, influencer marketing, sponsorships, product placement).

## Client Details

A western brand renowned for its quality and luxury cosmetics. The brand focuses on skincare, haircare, and fragrance products. They're expanding steadily in Japan, with a beautiful office in central Tokyo with natural lighting and design for relaxation.

## Description

- Understand what makes the brand unique in a measurable manner.
- Ensure the Brand's presence in media outlets/channels to improve awareness.
- Lead the implementation of PR events, sponsorships and collaborations to maintain brand presence.
- Design and implement the product placement plan and activities to ensure an adequate visibility.

## Job Offer

- International work environment.
- Hybrid work available.
- Summer Fridays off.
- Beautiful office in central Tokyo.

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

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#### スキル・資格

- 5 years communication/PR experience minimum (preferably in one or more of the following industries: beauty, skincare, fashion or design industries).
  - A strong interest in literature (writing experience as a columnist or a blogger is a plus).
  - Experience with digital communication/PR tools is a plus (e.g. Meltwater, PR Analyzer, etc.).
  - Native level Japanese and Business level English.
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#### 会社説明

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