



Brand Manager

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 well known retail company

求人ID

1503409

業種

小売

会社の種類

大手企業 (300名を超える従業員数) - 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

1000万円 ~ 1100万円

更新日

2024年12月11日 06:00

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

About the position

・ In the Japanese market for the French organic cosmetics brand, you will be responsible for formulating optimal communication, customer targeting, product selection, and omnichannel sales execution plans, and will be responsible for the overall brand and product marketing with the aim of maintaining the brand, acquiring customers, and expanding market share.

・ This position will serve as a leader in supporting all brand marketing activities aimed at achieving sales goals in Melvita's omnichannel business. The position will be part of the marketing team and will report to the Brand President.

職務内容

1. Product Marketing (40)%

- Planning and execution of unique product strategies and sales plans for the brand that are tailored to Japanese consumer needs and market conditions while following the policies of the French headquarters - Short, medium, and long-term (3 years) plans
- Copy development for each promotion, direction to those in charge of direct mail, flyers, wrapping, etc.
- Planning, execution and management of sales promotion plans - Retail, EC, WS (eWS)
- Planning and implementation of brand campaigns

2. Marketing Operation (35)%

- Sales, tracking and analysis of customer trends, verifying the effectiveness of promotions - CRM
- Forecasting of products and materials, inventory adjustment - Retail, EC, WS (eWS)
- Storefront design, ordering of fixtures, displays, store promotional materials, etc., and inventory management

3. Communication/PR (25%)

- Planning and implementing PR and media
- Planning and implementing in-store VMD measures (planning, implementing and managing VMD measures in line with the promotion calendar)
- Creating and implementing display plans for various events
- Planning and executing 360-degree brand communication
- Supporting members in charge at offline events such as pop-ups

4. Team management, progress management

- Coordination with related internal departments and external agencies
- Team management: 3-4 people (1 person in charge of operations, 1 person in charge of VMD, 2 others to be hired)
- Management of marketing and media budget with emphasis on optimal results and ROI (return on investment)
- Management of marketing P&L (profit and loss)

スキル・資格

■English skill

level: Business level

Email correspondence (frequency: daily) Teleconference correspondence (frequency: daily)

Able to participate in meetings and debates in English

Able to create materials in English and make presentations by oneself

■Requirements

- Experience in product marketing
- Over 5 years of experience in other MKT-related work (2 years or more of experience in the retail industry is required)
- Experience in team management
- Experience in project management at external agencies for PR, events, etc.

■Welcome requirements

- Experience in cosmetics, luxury brands, FMCG companies
- Experience in 360-degree brand product marketing management
- Experience in EC, digital-related businesses
- Experience in retail and digital omnichannel marketing

■Desired personality

- Someone who can proactively carry out their work with a sense of responsibility and leadership
- Someone who can build smooth relationships with related departments and stakeholders
- Someone who can work flexibly with a sense of speed
- Someone who understands the importance of synergy and consistency between channels (EC, retail, marketing) for the growth and development of the brand
- Someone who can manage people in a way that helps team members improve their results and realize their potential
- Someone who can handle both management and practical work as a playing manager

会社説明