

MichaelPage

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Marketing Specialist - Haircare 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

1513950

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

600万円 ~ 800万円

更新日

2024年12月25日 13:57

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

- Lead marketing initiatives for hair care products, including new product development (NPD) and communication strategies.
- Collaborate with internal and external stakeholders to enhance the customer journey and achieve project KPIs.

Client Details

A global leader in consumer and industrial products, this company is renowned for its legacy of innovation and trusted brands in the beauty and home care categories. With a vibrant and inclusive culture, they provide opportunities for professionals to grow, create impactful solutions, and drive sustainable growth in a future-focused environment.

Description

- Independently manage selected hair color projects using advanced marketing expertise.
- Plan and execute NPD activities, including insights, targeting, production, and pricing.

- Develop clear USPs, product stories, and communication strategies.
- Oversee marketing and communication activities across online and offline touchpoints.
- Track project KPIs and report to headquarters and local teams.
- Collaborate closely with internal teams, external partners, agencies, and country offices.

Job Offer

- Competitive compensation package.
- Opportunities to work on impactful global projects.
- A dynamic and supportive work environment.
- Room for professional growth within a market-leading organization.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

スキル・資格

- A minimum of 5 years of marketing experience.
- Proven experience in global or regional roles involving product category brand strategies.
- Expertise in NPD and 360 marketing across online and offline channels, preferably in hair care or related industries.
- Strong track record in KPI tracking and project management.
- Ability to independently execute marketing strategies and tasks.

会社説明

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