

MichaelPage

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Brand Manager (Contract)

Brand Manager - 8-Month Contract, Food

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

1514362

業種

その他

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年01月02日 15:25

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

流暢

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

Manage consumer marketing and PR initiatives for a leading global food company. Execute digital and brand activation campaigns to strengthen market presence in Japan.

Client Details

Our client is a globally recognized food company, renowned for its high-quality products and innovative marketing strategies. They provide an engaging, collaborative environment focused on growth, sustainability, and creating value for their consumers.

Description

- Plan and execute digital marketing campaigns, including TVC and social media.
- Lead brand activation initiatives to build awareness and audience connection.
- Oversee user-generated campaigns across social media platforms.
- Collaborate with external agencies on project management and campaign delivery.
- Analyze and utilize consumer data to optimize Google Ads, X (formerly Twitter), and YouTube performance.
- Track and report campaign metrics and ROI to internal stakeholders.

Job Offer

- Competitive salary for an 8-month fixed-term contract.
- Flexible work-from-home options.
- Additional paid leave days, including volunteering opportunities.
- Comprehensive insurance and travel allowances.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Minh Tran on +813 6832 8947.

スキル・資格

A successful Brand Manager should have:

- Strong understanding of digital marketing channels and campaign leadership.
 - Experience with brand activation and audience engagement strategies.
 - Familiarity with managing user-generated content on social media.
 - Expertise in Google Ads, X, YouTube, and associated metrics.
 - Skilled in project management and agency collaboration.
 - Marketing background in the food/FMCG industry, with a focus on brand equity.
 - Fluent in Japanese and English with excellent communication skills.
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会社説明

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