

MichaelPage

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## Brand Manager - Skincare 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

1521220

## 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

700万円 ~ 800万円

## 更新日

2025年02月07日 10:05

## 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

This role involves developing and executing marketing strategies to drive brand growth in the Japanese market. The position requires collaboration with multiple departments to ensure successful brand positioning and market penetration.

## Client Details

Our client is a global leader in skincare, committed to scientific innovation and sustainability. With a strong presence in Japan, they emphasize collaboration with professionals and consumers to deliver high-quality products that enhance skin health. Their work culture fosters adaptability, proactivity, and continuous learning, making it an exciting place for marketing professionals seeking career growth.

## Description

- Develop and implement marketing plans and annual brand strategies.
- Align marketing strategies with regional and global guidelines while considering the local market.
- Conduct market research and competitive analysis to optimize brand positioning.
- Manage product launches, promotional tools, and marketing campaigns.
- Collaborate with sales, digital, PR, and regulatory teams to ensure cohesive brand messaging.
- Negotiate with external partners and agencies to maximize marketing initiatives.

- Oversee cost management and logistics forecasting for product distribution.

#### Job Offer

- Competitive salary based on experience, with performance-based bonuses.
- Flexible working hours and a hybrid work model (including remote work).
- Career development opportunities, including potential overseas mobility.
- Employee discounts on company products.
- Comprehensive social insurance and benefits.
- Paid leave, including weekends, public holidays, summer vacation, and birthday leave.

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.

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#### スキル・資格

- Minimum 3 years of marketing experience in brand planning and strategy.
  - Experience in skincare, consumer healthcare (OTC), or FMCG preferred.
  - Strong analytical and presentation skills with proficiency in PowerPoint, Excel, and Word.
  - Business-level English and native-level Japanese proficiency.
  - Experience in digitalization of workflows is a plus.
  - Strong communication and stakeholder engagement skills.
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#### 会社説明

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