

MichaelPage

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## Brand Marketing Manager - Luxury Beverage

## Senior Brand Manager - Luxury Beverage

## 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

1526439

## 業種

小売

## 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03月11日 16:07

## 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

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

Drive brand growth through strategic marketing, ATL & BTL activation, and market positioning. Collaborate with global teams to enhance brand presence and consumer engagement.

## Client Details

A prestigious global company in the luxury beverage industry, known for its premium portfolio and commitment to innovation. The company fosters a collaborative and creative work environment, offering employees the opportunity to shape the future of world-class brands.

## Description

- Develop and execute strategic brand marketing plans for long-term growth.
- Oversee ATL activities, including media, PR, influencer marketing, and events.
- Lead BTL initiatives to drive consumer engagement and sales impact.
- Ensure synergy between ATL and BTL strategies for maximum brand visibility.
- Act as the main brand representative for regional and global stakeholders.
- Foster cross-functional collaboration to enhance business performance.
- Guide the team and brands towards achieving ambitious growth targets.

**Job Offer**

- Competitive compensation package with premium benefits.
- Flexible working hours with remote work options.
- Exclusive staff sales and family sales of the Luxury Group.
- Work in a dynamic, international, and creative environment.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

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**スキル・資格**

- Strong expertise in brand marketing and commercial strategy.
  - Experience working in a global corporate environment.
  - Creative thinker with excellent problem-solving skills.
  - Strong analytical abilities and a data-driven mindset.
  - Exceptional communication and stakeholder management skills.
  - Proactive, hands-on approach with a solution-oriented mindset.
  - Passion for lifestyle brands, dining, and luxury experiences.
  - Fluent in Japanese (native level) and English (business level).
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**会社説明**

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