

## Job Detail

Staff Level

Position Title	Brand Marketing Specialist
Company Name	マスターロック・セントリー日本株式会社
Activated / Updated	2024-04-24 / 2024-04-24
Job Type	Planning/Marketing/PR - Branding/Strategic Marketing Planning/Marketing/PR - Planning/Marketing Planning/Marketing/PR - Advertisement/Communication/PR
Industry	Distribution/Retail
Location	Asia Japan Tokyo
Job Description	<p>[Business overview] Marketing (branding) of security-related products such as locks (consumer padlocks, LOTO) and safes, which have a long history in the United States. Sentry (safe) products are sold at many home centers as a reliable brand that is both fire and water resistant. For lock products, we are expanding our market share by expanding sales promotions, such as collaborations with motorcycle-related events.</p> <p>[About this job] As the gatekeeper for the Master Lock and Sentry brands, you will be responsible for achieving set KPIs. You will need to leverage your experience and knowledge both offline and online to deliver results and ensure effective workflows are in place to meet operational challenges and goals. We take ownership of various projects and work while monitoring project timelines (deadlines) and KPIs. You will also be expected to utilize your specialized knowledge and support department leaders while collaborating with internal and external stakeholders. Success requires identifying opportunities to strengthen your brand and improving your leadership skills.</p> <p>[Roles and responsibilities of this position] Brand Marketing A. Build a communication strategy  <ul style="list-style-type: none"> <li>Acquisition of new/potential users through annual promotion calendar</li> <li>Improving brand/category awareness</li> </ul> B. General communication with users  <ul style="list-style-type: none"> <li>Storefront, POP, package design, user manual</li> <li>Homepage/In-house Ecom</li> <li>SNS</li> <li>PR</li> <li>Exhibitions, events, etc.</li> </ul> C. New product concept ideas  D. Understand and understand the market and users  <ul style="list-style-type: none"> <li>Understand the market situation (e.g. overall market/market share)</li> <li>Understanding consumer trends</li> </ul> E. Competitive analysis  F. KPI  <ul style="list-style-type: none"> <li>Sales/market share</li> <li>Brand/category awareness</li> <li>Number of new users acquired</li> </ul> </p>
Company Info	<p>Padlock maker Master Lock and safe maker Sentry are part of Fortune Brands Innovations (NYSE: FBIN), a major U.S. home appliance and security manufacturer. In Japan, we mainly deal with these two brands, and operate with a sound and solid financial base, completely debt-free and with an equity ratio of over 90%.</p> <p>The paid leave usage rate is over 80%, there is little overtime, and the work-life balance is excellent.</p> <p>[Measures to prevent passive smoking] Completely non-smoking in the office, and there is a designated smoking area for electronic cigarettes in the office building.</p>
English Level	Minimum Communication Level (TOEIC 225-470)

Japanese Level	Fluent(JLPT Level 1 or N1)
Salary	JPY - Japanese Yen JPY 4000K - JPY 6000K

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