

Job Detail

Senior Level

| | |
|---------------------|--|
| Position Title | Associate Director - Food and Drink, Japan |
| Recruiter Company | Tech Alliance KK |
| Company Name | Company name is private |
| Activated / Updated | 2024-04-10 / 2024-05-08 |
| Job Type | Planning/Marketing/PR - Research & Analysis |
| Industry | Food and Beverage Production |
| Location | Asia Japan Tokyo |
| Job Description | <p>Responsibilities:</p> <p>1. Content publishing:</p> <ul style="list-style-type: none"> • Company's Syndicated Reports are covering a variety of Japanese consumer markets identifying the key issues facing global and domestic trends, manufacturers, suppliers, and retailers. • Responsible for overseeing whole process of report publishing. • Define the report scope, upon trade interview results. • Design and execute consumer quantitative research together with Research team. Gather primary and secondary data related to global trend both from open sources & internal assets. • Analyze all information, develop inferences, and generate insights with solid business implications. • Construct and write the contents in Japanese. • Work with Digital Publishing team for final publication preparation (copyedit, design, translation etc.) • Responsible to manage 2-4 analysts in the team, who execute the above specified operations. • This role involves networking with company's global category analysts to stay updated about the latest information. <p>2. Team Management</p> <ul style="list-style-type: none"> • Oversee the category team's schedule, ensuring that Reports are produced in a timely manner and keep good communications with different teams and stakeholders. • Provide editorial support to improve the quality of the content, client and marketing work produced by junior members of the team when needed. • Train and coach the members to develop their functional capability as well as people skills. • Proactively engage in projects/discussions that impact the long term, work closely with Head of Consumer Reports, Japan on strategic development of content, contribute ideas that will improve the way we work. <p>3. Client Support</p> <p>As a category specialist:</p> <ul style="list-style-type: none"> • Handle client service requests related to the contents. • Support commercial team to proactively share the company's insights with clients & prospects. • Promote the company's brand in the marketplace by supporting marketing and PR activities, i.e., keynote speech in tradeshow/conference events. <p>Requirements:</p> <ul style="list-style-type: none"> • Bachelor's degree • Minimum five years working experience in any of below functions. • Consumer research, marketing intelligence, Marketing, strategic planning, Communication, promotion planning • Experience of people management / coaching • Strong motivation for contents writing in the subject area. • Competent with quantitative consumer data analysis, Constructive & logical thinker • High level of attention to detail • Self-starter who can work independently. • Great interpersonal skills with open & global mindset • Ability to handle multiple tasks simultaneously & to work under pressure and meet deadlines. • Excellent Japanese writing and speaking • Business level of English • With specialized knowledge & understanding in Food and Drink <p>Benefits :</p> |

| | |
|----------------|---|
| | <ul style="list-style-type: none"> • Culture that supports true collaboration whilst embracing remote working. • Flexi-time working hours (start working between 8:00 am and 10:00 am). • Blended (office/home) approach to work. • Approach to personal development where we encourage individuals to grow and share what they've learned. • Social events, both within the department and across the company. • Generous annual leave and wider circle employee benefits. • Additional one day off to celebrate your birthday. • Membership in Employee Resource Groups. • Giving back is part of our culture with this in mind, the company gives employee 2 days leave per year to join local volunteering activity organized by our Gives (where applicable). • Mental health and wellbeing support via Modern Health App and Employee Assistance Program. • Beautifully designed offices to foster collaboration and fun |
| Company Info | A world's leading Market Intelligence agency |
| English Level | Business Conversation Level (TOEIC 735-860) |
| Japanese Level | Native Level |
| Chinese Level | None |
| Salary | JPY - Japanese Yen JPY 7000K - JPY 10000K |