

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> <ol style="list-style-type: none"> Content publishing: <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. Team Management <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. Client Support <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