

Job Detail

Manager Level

Position Title	Director of Market and Consumer Insights
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	
Location	Asia Japan Tokyo

Job Description	<p>What You Will Be Doing:</p> <p>1. Unlocking trends and shaping markets through active-driven insight publishing Embark on a journey of insight publishing excellence at Japan, where we transform data into dynamic narratives that guide businesses to unprecedented success. Japan Reports, our flagship syndicated market intelligence publications, are the heartbeat of strategic decision-making, blending primary and secondary data to provide an unparalleled view of consumer markets and lifestyle trends in Japan.</p> <ul style="list-style-type: none">• Collaborative Creation: Lead a vibrant team of freelancers and in-house analysts to craft 48 captivating reports in 2024. Dive deep into Food and Drink, Beauty and Personal Care, and Consumer Lifestyles, helping our clients to stay ahead of competitors on global trends and what they mean for Japanese businesses.• Hands-On Onboarding: Immerse yourself in the process! As part of your induction, you'll take the reins and author reports based on your subject expertise. This hands-on experience ensures you're intimately acquainted with our content creation process.• Quality Control Authority: Once qualified, you become the gatekeeper of excellence. Oversee content review and quality control, infusing your insights and editorial finesse into every report. Your role extends beyond review – it's about elevating each publication to a standard that defines our reputation for excellence. <p>2. Become a maestro in driving client satisfaction As the Head of Japan Reports, you are not just a content creator; you are a satisfaction architect, ensuring that our clients are not just served but delighted. Your mission is to go beyond meeting expectations – it's about exceeding them and creating a client experience that resonates long after the report is delivered.</p> <ul style="list-style-type: none">• Feedback Emissary: Forge strong partnerships with commercial leaders, actively seeking feedback from clients and colleagues. Your pulse on client expectations ensures that our reports are not just insightful but tailored to exceed their needs.• Client Service Luminary: Be the go-to expert for client service requests related to Japan reports. Whether it's providing subject expertise, delivering impactful presentations on site or through virtual platforms like Zoom, your commitment to exceptional service sets the gold standard.• Architect of Excellence: Collaborate with key stakeholders to establish a client service model tailored to local market needs and team resources. You are empowered to make decisions that will shape the foundation for an in-house analyst team dedicated to delivering excellence in client service. <p>3. Building futures, nurturing talents: your leadership role in team management As the Head of Japan Reports, your will be fostering a dynamic team, steering recruitment, and molding talent to drive success.</p> <ul style="list-style-type: none">• HR Maestro: Partner closely with HR to orchestrate the recruitment strategy for the analyst team. Your keen eye for talent ensures that our team is a powerhouse of diverse skills and perspectives.• Induction Pioneer: Collaborate with regional or global teams to design a robust induction process. Your touch will localize key trainings in Japanese, ensuring that every newcomer is equipped to thrive in our dynamic environment.• Coach and Mentor: Be the guiding force for the analyst team. Your role as a coach and mentor involves not just reviewing performance but engaging in meaningful career plan discussions. Identify areas for training and development, ensuring each team member is on a trajectory of growth and success. <p>4. Strategic product development</p> <ul style="list-style-type: none">• Architect of the Future: Collaborate closely with regional content leaders, steering the future of our Japan Reports. From annual content schedule to
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	<p>resource planning, you play a pivotal role in shaping the roadmap for expansion.</p> <ul style="list-style-type: none"> • Innovation Maven: Drive product and process development by continuously refining the Japan Report structure and processes. Your agility in incorporating internal and external feedback ensures that offerings not only meet but exceed market expectations. <p>5. Brand promotion</p> <ul style="list-style-type: none"> • Marketplace Maestro: Be the face of us in the marketplace. Support marketing and PR activities, whether it's engaging in media interviews, or representing us at tradeshows or conferences. Your presence reinforces our position as a thought leader in market intelligence. • Content Connoisseur: Review marketing and PR content related to Japan Report promotion. Your discerning eye ensures that every piece of content resonates with the essence of us, elevating our brand presence and impact. <p>Who We Are Looking For:</p> <ul style="list-style-type: none"> • Bachelor's degree, excellent Japanese writing and speaking, business-level English • Minimum 15 years of working experience in consumer research, marketing, or consulting role (working experience in Beauty and Personal Care or Food and Drink industries are preferred) • Minimum 5 years of team management experience • Good knowledge of both Japanese and global consumer trends (especially US and Europe) • Strong analytical skills, critical thinking, logical thinking, and attention to detail • Good organizational, planning, and collaborative skills • Ability to work under pressure and meet deadlines • Confident presenter to a big audience at key industry events or to a senior management team • An open mindset and enjoys working in a global organization with strong influencing skills <p>What We Offer:</p> <ul style="list-style-type: none"> • A culture that supports true collaboration whilst embracing remote working. • Flexible start time and end time. • 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, we gives employees 2 days' leave per year to join local volunteering activities organized by our Gives (where applicable). • Mental health and wellbeing support via Modern Health App. • Beautifully designed offices foster collaboration and fun. <p>We are an equal opportunity employer that is committed to the strength of an inclusive workplace.</p>
Company Info	A world's leading Market Intelligence agency focusing on consumer-Business
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Native Level
Salary	JPY - Japanese Yen JPY 8500K - JPY 15000K