

求人情報

マネージャーレベル

ポジション名	Brand Marketing Manager - Skincare
この求人情報の取扱い会社	マイケル・ページ・インターナショナル・ジャパン株式会社/Michael Page International Japan K.K.
企業名	会社名非公開
掲載開始・更新	2021-09-22 / 2021-09-22
職 種	企画/マーケティング/PR - ブランディング/戦略マーケティング
業 種	消費財/FMCGメーカー
勤務地	アジア 日本 東京都
仕事内容	<p>As a Senior Brand Marketing Manager you will be responsible for marketing and communication strategy. As well as planning and executing long-term brand vision for Japan.</p> <p>Description</p> <ul style="list-style-type: none"> * Ensure the Brand's presence in media outlets/channels that benefit the brand image and awareness goals * Ensure that all public and internal communications are done following our brand image and tone and manner * Design and drive the events, partnerships and sponsorship plan in a timely manner * Lead the implementation of PR events, sponsorships and collaborations, leveraging the support of all relevant stakeholders (internal and external) Networking and Relationship Management * Increase and maintain our network in all relevant industries in a benevolent, respectful and caring way to reflect our brand values not only to customers but also to our industry partners and colleagues * Take charge of our relationship with communication agencies * Design and implement the product placement plan and activities to ensure an adequate visibility * Ensure an always-on product placement of our catalogue to help us achieve our category growth goals <p>Profile</p> <ul style="list-style-type: none"> * 5 years communication/PR experience minimum (preferably in one or more of the following industries: beauty, skincare, fashion or design industries) * A strong interest in literature (writing experience as a columnist or a blogger is a plus) * A positive attitude, a strong will to learn new things and build processes and systems from scratch * Being comfortable with English, spoken and written (though most of the work will be conducted in Japanese) * Demonstrate ability to multi-task and adhere to deadlines * Excellent knowledge of MS Office * Experience with digital communication/PR tools is a plus * Strong communication and people skills * Ability to coordinate and collaborate with the different stakeholders, establish rapport with other teams within the company, facilitate information sharing * Solid leadership and management skills <p>Job Offer</p> <ul style="list-style-type: none"> * Work for a globally well recognized brand * Work in an international environment * Opportunity for career advancement <p>To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Ayami Ino on +813 6832 8624.</p>
企業について(社風など)	A skincare brand that originated in Australia with almost over 20 stores in Japan. They have products varying from skin care to fragrance, and are looking to expand even more.
英語能力	流暢 (TOEIC 865点以上)
日本語能力	ネイティブレベル
年 収	日本・円 800万円 ~ 1000万円