

求人情報

スタッフレベル

ポジション名	Assistant Brand Manager - FMCG
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	2024-05-02 / 2024-05-02
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 企画/マーケティング/PR - プロダクトマーケティング
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 an Assistant Brand Manager in an FMCG brand team, you play a pivotal role in supporting the Senior Brand Manager in executing brand strategies that drive growth and market share. You will work closely with cross-functional teams to ensure the successful management of our brand portfolio.</p> <p>Description</p> <p>Main responsibilities</p> <p>Obtain clear understanding of current sales/brand situation.</p> <ul style="list-style-type: none">- Analyze key data to understand and leverage key consumer-insight led trends in the current market.- Ensure clear understanding of the drivers and inhibitors of the performance of the brands.- Pro-actively and continuously identify gaps and new opportunities to drive the portfolio & activation through a clear understanding of the consumer, competition and trade.-Build and lead through innovation, working with multi-functional teams.- Build existing range of products via maintenance and renovation of base products, refreshing and extending as appropriate with relevant new products and concepts.- Develop breakthrough launch plans for the brand innovation, creating compelling activation plans that will drive trial on these new products, and beyond (holistic brand level) especially in digital field.- Drive strong execution of the agreed support plan & recommend amendments to the plan as appropriate to drive stronger performance including in-store POS/activations. <p>Profile</p> <p>Education background</p> <p>* Possess a degree or equivalent (Marketing, Business Management or Communications background preferred)</p> <p>Technical Skills and Experiences required</p> <p>* Project Support: Provide critical assistance/take a lead role in project management, ensuring the efficient execution of brand initiatives and product launches. Collaborate with cross-functional teams to achieve project objectives.</p> <p>* New Launch Initiatives: Assist in the planning and execution of new product launches, including coordinating the introduction of multiple SKUs. Learn and contribute to fast-paced launch schedules.</p> <p>* Brand Holistic Management: Support the Senior Brand Manager in overseeing the brand holistically. This includes contributing to core SKU renovation, maintenance, and the introduction of limited-edition products.</p> <p>* Brand Marketing Experience: 2-5 years of experience in brand marketing, preferably within the FMCG industry, including a responsibility for a portion of the brand P&L.</p> <p>* Language Proficiency: Utilize your native-level Japanese language skills for effective communication with Japanese-speaking stakeholders. Additionally, contribute to English business-level written and spoken communication as needed</p> <p>Job Offer</p> <ul style="list-style-type: none">- Environmentally friendly brand focused on health- Central work location <p>応募は、以下の応募ボタンからお願いします。詳細につきましては、Kelsey Wareにお問い合わせください+813 6832 8655。</p>
企業について(社風など)	A leading global food and beverage company, dedicated to promoting health through its products and practices, is seeking passionate individuals. It focuses on high-growth, health-focused categories and values diversity and inclusivity in its workforce. The company, operating in Japan, is an equal opportunity employer, valuing qualifications and merit above all else. For those seeking autonomy and exciting career opportunities, this company offers a unique environment to thrive.
英語能力	ビジネス会話 (TOEIC 735-860)

日本語能力	ネイティブレベル
年 収	日本・円 600万円 ~ 700万円