

JOB DESCRIPTION

Job Title : Product Marketing Manager
 Department : Marketing
 Location : Tokyo, Japan
 Direct Report : Senior Marketing Manager
 Personnel Responsibility : Product Team

Responsibilities:

1. To develop product/brand plans for new and existing products and follow plans approval, execution, control and evaluation to achieve company profit and sales targets.
2. Team management.

Key Task:

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| No. 1 | <ul style="list-style-type: none"> • Manage the process from concept to product delivery which may include FCST, GP, SKU, product category management and inventory management, recommended Pricing and sales target, with clear timelines and deliverables to achieve company sales targets and gross margin. • Develop and implement strategic marketing campaign with theme & product mix to support company incremental sales. • Identify and develop new products and implement their marketing launch for new business opportunities. • Provide product information and tips for salesforce and customers • Regularly analysis and report product sales data to monitor the product line performance against plan and provide direction and suggestion to the business. • Provide support to department head on AP/Global marketing strategy on lifestyle product and new product ideas. • Gather & prioritize product and customer requirements, communicate with customer and sales force by market research and market visit and keep senior management informed of the information. • Build and maintain TW brand image by product, pricing, packaging, KV, merchandising and media design. • Work with outside vendors and agencies to provide service for marketing projects such as defining problems/opportunities for new or existing products and for measurement and evaluation of marketing efforts. | Time spent:
70% |
| No. 2 | <ul style="list-style-type: none"> • Build and support a strong, high-performing and motivated product team to achieve company sales and profit goals. | Time spent:
30% |

Requirements:

- Candidate must possess a minimum of 5 years of experience in product/category development and management, marketing, brand management or sales in FMCG industry, direct selling industry, etc.
- Candidate must possess at least degree in Marketing/ Business/ Management/ Project Management or equivalent. Working experience.
- Team-oriented leadership skills with good listening skills.
- Project management skills with strong organizational skills.
- Fluent in Japanese and business level English required.

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