

Job Description

Job Title	Research Manager		
Job Holder	NA		
Function	Corporate Fundamental Research		
Direct Reporting lines	Senior Operation Manager – Marketing		
Location/Site	Tokyo	Japan	
Number of direct reports	0		
Type of Employment	Permanent Employee		
Created	2014/4/4	Reviewed	2019/3/22
PURPOSE OF THE JOB			
<p>Through consistent and/or ad-hoc research,</p> <ul style="list-style-type: none"> • Delivering consumer insight • Monitoring marketing KPI • Delivering evidence to judge for business decision • Forecasting Future trend 			
GENERAL DUTIES and RESPONSIBILITIES			
<p>1) Market measurement monitoring quarterly, proposal from implication to support company growth and capture market trend opportunities. 2) Consumer/brand insight understanding via quantitative and qualitative research methodology. 3) Workflow management using internal/external resource to understand consumer/brand insights, and be able to articulate and share the info with cross-functional alignment team and relate to the situation adopted by each functional team. 4) Key initiatives measurement of the effectiveness for the main marketing campaign, as well as for the main product launch on a monthly basis to understand the feedback of what works and what doesn't work. 5) Idea generating for concept development in brand/communication/best store, etc 6) Company strategy and marketing planning based on consumer/brand insight and market measurement 7) Working closely with global market research team to communicate Japan regional intelligence</p>			
KEY INTERFACES			
<p><Internal key customers></p> <ul style="list-style-type: none"> • Triumph/ Amo Brand division • Sloggi Business Unit • Sales div./ Other div. <p><external key customers></p> <ul style="list-style-type: none"> • Research Agency • Advertising Agency 		<p>Area of Interface</p> <ul style="list-style-type: none"> • Implication to company strategy • Market data, consumer/shoppers/brand insight sharing, Implication to marketing plans • Product research • Proposal to future plan building <p>Area of Interface</p> <ul style="list-style-type: none"> • Insight sharing, Idea generating to concept development • Market measurement, Quantitative / qualitative research • Research study sharing and educating 	

key performance indicators (KPI)	
<ul style="list-style-type: none"> ■ Market Share(total/Brands) ■ Brand Equity ■ Concept Assessment (Purchase intent) ■ Campaign effectiveness ■ To propose Consumer / Shopper based corporate / marketing strategy planning (to be approved) ■ Always build market analysis result in proposal to GMS/KA to enhance credibility 	
社員署名:	日付:
直属上長署名:	日付:
Job Requirements	
Professional EXPERIENCE	
<ul style="list-style-type: none"> ・Market data, consumer analysis expertise(Big panel data/ad-hoc research) ・Research experience at branded consumer focused company at either research agency or client side ・Wide range of knowledge about Economy and Japanese women's consumption mind(nice to : JPN IA market) 	
EDUCATION REQUIREMENTS	
<input type="checkbox"/> 中学 <input type="checkbox"/> 高専 専攻分野_____ <input checked="" type="checkbox"/> 大学 _____ 学士 _____ 修士 _____ 博士 専攻分野_____ <input checked="" type="checkbox"/> その他の学歴 <u>business school</u>	
OTHER REQUIREMENTS	
Technical skills Language skill: Verbal/written communication skills in English/Japanese IT proficiency Mobility	
PERSONAL QUALITIES	
Resolve: important Innovate Collaborate: important Deliver: the most important element Relate :the most important element Embrace Learn: important	
<u>NOTE</u> This Job Description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization. 本JDがポジション要件のすべてではない。社員は、その他関連する職務を、組織のニーズに応じて実行することがある。	
APPROVED BY	Title
SIGNED BY	Date