



<https://chiyoda.be/job/brand-manager-epyq/>

## BRAND MANAGER EPYQ

### Description

Chiyoda Europa is one of the leading décor printers in the world, thanks to our global activities and years of market experience in printing of decorative paper and foil for the furniture and laminate flooring industry.

### Job description

As a brand manager, you will play a pivotal role in bringing Chiyoda's new product to market successfully. There will be a specific focus on the visual aspects of the product, ensuring that it meets both design and market requirements.

### Key Responsibilities

#### ***Product Conceptualization and Definition:***

- Collaborate with cross-functional teams to define and refine the product vision, goals, and objectives.
- Conduct market research to identify trends, customer needs, and opportunities.
- Develop a clear product roadmap that outlines key milestones, timelines, and deliverables.

#### ***Design and Visual Development:***

- Work closely with graphic designers and other creative professionals to create visually appealing and on-brand designs.
- Provide guidance on colorwork, and overall design aesthetics to ensure they align with the product's target audience and goals.
- Review and approve design concepts, prototypes, and mock-ups.

#### ***Product Development and Coordination:***

- Act as a bridge between design and development teams, facilitating effective communication and ensuring the product stays on track.
- Collaborate with engineers and developers to ensure the technical feasibility of design concepts.
- Oversee the creation of physical prototypes and samples for review.

#### ***Cross-functional Collaboration:***

### Hiring organization

CHIYODA

### Employment Type

Full-time

### Beginning of employment

As soon as possible

### Duration of employment

unlimited

### Job Location

Henry Fordlaan 37, B-3600, Genk, Belgium

### Contacts

Interested to join our team?  
Sent your CV to our HR-manager:

Viviane Hermans  
HR@chiyoda.be

- Engage with various stakeholders, including marketing, sales, design, engineering, and manufacturing teams, to ensure alignment and successful product delivery.
- Collaborate with the sales and marketing team to create sales materials and campaigns that highlight the visual aspects of the product.
- Monitor the product's performance in the market and make necessary adjustments.

### **Qualifications**

- Proven experience in product management, with a focus on design-intensive products.
- Strong understanding of color, printing processes, and design principles.
- Exceptional project management skills, with the ability to manage multiple tasks and priorities effectively.
- Excellent communication and interpersonal skills to collaborate with cross-functional teams.
- Experience with market research and competitive analysis.
- Results-driven mindset with a commitment to meeting deadlines and achieving objectives.

This role offers a unique opportunity to combine your design expertise with product management skills to bring a visually stunning product to market. If you are passionate about creating aesthetically pleasing and innovative products, we invite you to apply and be a part of our dynamic team.