

DIAGEO

Sales Executive – Bar Supplier

Top Spirits Company in the World!

Job Information

Hiring Company

[DIAGEO Japan K.K.](#)

Job ID

1442975

Division

Commercial

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ Negotiable, based on experience

Salary Bonuses

Bonuses paid on top of indicated salary.

Refreshed

April 3rd, 2025 07:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Job Title: Sales Executive – Bar Supplier

Location: Tokyo or Osaka, Japan

Contract Term: Permanent

About the Role / ロールについて

Purpose of the role:

1. Drive RTM and sales activities which are key to our route to consumer in on-trade
2. Constructive strategic alliance through DIAGEO's annual on-premise priorities

3. Develop new account to increase DIAGEO portfolio footprint

Key Accountabilities:

- Drive a channel execution plan particularly focused into the critical key bar suppliers that supply our products to top customers (TLA & Gold on-trade accounts) for the biggest return.
- Drive JBP to manage overall relationship with key partners to create new opportunities, aligned strategies and investments between Diageo and the key on-trade accounts
- Responsible for driving a value-based, category selling approach that delivers the triple win to the customer, consumer and Diageo.
- Develop a complete understanding of key account needs and anticipate key account changes and improvements
- Input into S&OP process.
- Ensure necessary contracts, trading terms and compliance documents, practices and procedures are in place

職務の目的:

1. オントレード戦略の鍵となるRTM戦略実行と営業活動の推進
2. オントレード戦略の優先事項に基づき、建設的な戦略的提携の推進
3. DIAGEO製品を浸透させるための新規顧客開拓

主な担当業務:

- 当社商品をBSアカウント、とりわけTLA&ゴールドオントレードアカウントに製品を供給する主要バーサプライヤーに対して、投資効果を最大化するチャンネル戦略実行計画の推進
- 主要BSおよびDIAGEO間の投資と戦略と連携し新規ビジネスチャンスを開拓するための最良な関係性構築、年間共同計画（JBP）の策定・推進
- 顧客、消費者、DIAGEOの三者に利益や価値向上をもたらす価値向上ベースの各種カテゴリー販売計画実行
- 主要アカウントのニーズの完全なる理解、主要アカウントの変化や変更の予想
- S&OPプロセスへの入力
- 必要な契約、取引条件、コンプライアンス文書、プラクティス、および手順が整っていることの確認

Required Skills

Capabilities & Accountabilities / ケーパビリティとアカウントビリティ

- Has the ability to build great relations with key trade influencers in the industry and knows the right places to establish trends in the trade.
- Collaborates closely with Luxury team; Brand Ambassador, Brand Manager and Customer Activators
- Understands consumer types, attitudes and trends
- Customer focused and insists on high standards of delivering the plans
- Strong Communication & Negotiation skills
- Strong drive to make an impact and build experiences with the top TLA accounts in the Trend leading hotspot cities
- 業界の主要インフルエンサーと強力な関係を構築する能力や、差別化すべき適切な領域に関する知識
- ブランドアンバサダー、ブランドマネージャー、カスタマーアクティベーターを含むラグジュアリーチームとの緊密な協力
- 消費者のタイプ、態度、トレンドの理解
- 顧客の重視および高い計画実行基準へのこだわり
- 強力なコミュニケーションスキルと交渉スキル
- テンドを主導するホットスポット都市の上位TLAアカウントとの体験構築およびインパクトの創出を強力に推進

Benefits

We are an organisation that creates products that are part of celebrations, and our culture reflects this. At Diageo, you will have the ability to work flexibly to ensure you can unlock your own potential through creating bold plans and executing your vision.

You will also be rewarded through competitive salary and monetary benefits including bonus and product allowance as well as being supported via non-monetary benefits including an industry leading parental leave policy, subscriptions to mental health and external benefit platforms.

私たちは、セレブレーションの一部となる製品を創造する企業であり、私たちのカルチャーはこれを反映しています。ディアジオでは、大胆な計画を立て、ビジョンを実行することで、自分の可能性を引き出せるよう、フレキシブルに働くことができます。

また、給与や賞与、製品手当などの待遇だけでなく、業界をリードする育児休暇制度やメンタルヘルス、外部福利厚生プラットフォームへの加入など、非金銭面でもサポートが受けられます。

Diversity statement

Celebrating our inclusive and diverse culture is core to Diageo's purpose of "celebrating life every day everywhere". This purpose is, in itself, inclusive in nature, as it values everybody irrespective of background, disability, religion, gender identity, sexuality or ethnicity.

We know that for our business to thrive and for Diageo to realize its ambition, we depend on having diverse talent with a range of backgrounds, skills and capabilities in each of the 180 countries in which we operate and to reflect our broad consumer base. We view diversity as one of the key enablers that helps our business to grow and our values, purpose and standards set the conditions for us to respect the unique contribution each person brings. Flexibility is key to success in our business and many of our staff work flexibly in many different ways, including part-time, compressed hours, flexible location. Please talk to us about what flexibility means to you and don't let anything stop you from applying.

Character Is Everything

私たちのインクルーシブで多様な文化を称えることは、ディアジオのパーパスである“celebrating life every day everywhere”の中核をなすものです。このパーパスは、経歴、障害、宗教、性別、セクシュアリティ、民族性に関係なく、すべての人を大切にすものであり、それ自体がインクルーシブな性質を持っています。

私たちのビジネスが成功し、ディアジオがそのアンビションを実現するためには、私たちが事業を展開する180カ国のそれぞれに、さまざまな経歴、スキル、能力を持つ多様な人材を抱え、私たちの幅広い消費者層を反映することが重要です。私たちは、多様性をビジネスの成長を助ける重要なイネーブラーの1つと考え、私たちの価値観、パーパス、基準は、一人一人がもたらす個々人の貢献を尊重するための条件となります。

私たちのビジネスでは、柔軟性が成功の鍵です。私たちのスタッフの多くは、さまざまな方法で柔軟に働いています。あなたにとって柔軟性がどのような意味を持つか、私たちにご相談ください。

Character Is Everything

Company Description

We're a global leader in premium drinks, across spirits and beer, a business built on the principles and foundations laid by the giants of the industry.

With over 200 brands sold in 180 countries, our portfolio has remarkable breadth. From centuries-old names to exciting new entrants, and global giants to local legends, we're building the very best brands out there, and with over 25,000 talented people based in over 135 countries, we're a truly global company. With such diversity, we're able to truly represent our broad consumer base and think differently about the future.

To maintain our position as leaders in the alcoholic beverage market, we always invest in the future and are mindful of the impact we have. Because just like the legends of our past, we're here to raise the bar – for people as well as the planet.