



ACUSHNET JAPAN, INC.

Scotty Cameron Brand Manager

a world-class golf equipment manufacture

Job Information

Hiring Company

Acushnet Japan, Inc.

Job ID

1501363

Industry

Other (Manufacturing)

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Ginza Line, Gaien Mae Station

Salary

9 million yen ~ 11 million yen

Work Hours

9:30~18:00 (break:1h)

Holidays

Sat/Sun/Public holidays/New year holidays

Refreshed

November 22nd, 2024 02:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

We are seeking a highly motivated and experienced Japan Market Business Manager to join our team as a key player in promoting and managing sales and marketing activities for Scotty Cameron putters. The ideal candidate will have a strong background in the golf equipment industry, with a passion for golf, and possess the necessary skills to drive regional growth

and brand presence in the Japanese market. This role will require a strategic mindset, excellent communication abilities, and a track record of successful sales and marketing endeavors.

[Job Description]

1. Sales and Marketing Management

- Develop and implement strategic plans to increase brand awareness, market share, and sales performance in Japan.
- Analyze market trends, competitor activities, and consumer preferences to identify opportunities for growth and adjust marketing strategies accordingly.
- Collaborate with US-based brand management to align marketing initiatives and report on market trends and brand performance.

2. Product Trainings and Retail Audits

- Conduct product trainings for internal sales team, retail partners and consumers to enhance their understanding of our golf clubs' features, benefits, and selling points.
- Perform regular retail audits to ensure that the Scotty Cameron brand is being appropriately represented and merchandised at retail locations.

3. Merchandising and Consumer/POI Activation

- Work closely with retail partners and internal sales team to maintain appropriate stocking levels of product, optimize product displays and ensure the brand's visual identity is maintained.
- Plan and execute consumer activation events and campaigns to drive brand engagement and customer loyalty.
- Partner with sales/marketing teams to leverage and activate Pyramid of Influence (POI) inclusive of creating local content to promote the brand, drive engagement and build awareness of golfer connection with Scotty Cameron product.

4. Sales Reporting and Tracking

- Collect, analyze, and interpret sales data to track performance against targets and identify areas for improvement.
- Prepare regular sales reports for internal review and present actionable insights to drive decision-making.
- Track and analyze regional consumer data, such as Team Titleist insights and make strategic recommendations based on the preferences, needs, and wants of the target golfer in Japan.

[Career attractions/Opportunities]

This is an exciting opportunity for an experienced professional to make a significant impact on the Scotty Cameron brand's success in the Japanese market. If you are passionate about golf, possess a strategic mindset, and have a proven track record in sales and marketing within the golf equipment industry, we invite you to apply for this role and join our dynamic team.

[Employment Type] Permanent

[Location] Aoyama, Tokyo

Required Skills

1. Professional Experience:

- Minimum 5-8 years of professional experience in the golf equipment industry, preferably in sales and marketing roles.
- Proven track record of success in driving sales growth and market expansion.
- Understanding of and experience working with a premium brand is a plus.

2. Golf Proficiency:

- An avid golfer with a strong understanding of the golf industry, equipment, and consumer behavior.

3. Sales and Marketing Skills:

- Demonstrated ability to develop and execute successful marketing strategies and sales plans.
- Strong negotiation and communication skills to build and maintain relationships with retail partners and stakeholders.

4. Analytical Skills:

- Proficient in data analysis and reporting, with the ability to derive actionable insights from sales data and market research.

5. Leadership and Teamwork:

- Strong leadership qualities with the ability to motivate and collaborate with cross-functional teams.

Company Description