



ACUSHNET JAPAN, INC.

Vokey Brand Manager

a world-class golf equipment manufacture

Job Information

Hiring Company

Acushnet Japan, Inc.

Job ID

1501364

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

Vokey Wedges Brand Manager will be responsible for leading and overseeing the brand positioning, product planning, go-to-market strategies, sales and marketing activities for VokeyWedges in Japan. The business manager 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.

[Job Description]

Marketing Management: (25%)

- Implement global strategic plans to increase brand awareness and sales performance in Japan.
- Direct and drive the marketing strategy as part of total go-to-market plan for all new product launches and any year two initiatives. Execute the retail marketing strategy in partnership with our national accounts, independent retailers and for all online partners.
- Lead the implementation of marketing strategies across all key mediums, including website, email, social, YouTube as well as paid media, such as TV, print and digital.
- 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. Partner with Sales and Marketing (Digital / Social / Merchandising) leaders to execute successful go-to-market plans for Vokey product launches, including proactively assisting with the development of sales and marketing/merchandising plans, collateral to support rep, trade, consumer, Team Titleist and fitting/trial launch initiative

Sales and Industry Insights: (25%)

- Initiate sales and reporting of Vokey products. Collect, analyze, and interpret sales data to track performance against targets and identify areas for improvement.
- Prepare regular sales reports of all Vokey products 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.

Product Management: (20%)

- Partner with the Director of Marketing to coordinate Vokey product launch plans in Japan, ensuring a comprehensive plan shared across functions. Includes drafting launch documentation, attending and participating in R&D functional timing meetings and assisting operations, demand planning, sales, marketing and fitting in creating schedules that can launch products effectively and efficiently.

Merchandising and Consumer/POI Activation: (20%)

- 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 Vokey Wedges.

Be and be seen as the product expert

- Lead and 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 Vokey brand is being appropriately represented and merchandised at retail locations.
- Be the category expert for any questions that are elevated through normal Customer Service channels. Support the Director of Marketing to create and execute partner and golfer education of new products in engaging ways to top partners, fitters, staffers, media, and consumers.

[Career attractions/Opportunities]

It will be an exciting opportunity working for one of the top global brands in golf products/gears.

The job will be dynamic with professional autonomy and responsibilities.

The successful performance can lead you to be Sr. Manager or take on other products.

[Employment Type] Permanent

[Location] Aoyama, Tokyo

Required Skills

- This role will require a strategic mindset, excellent communication abilities, and a track record of successful sales and marketing endeavors.
- Minimum 5-8 years of professional experience in the golf equipment industry, preferably in sales and marketing roles.
- Progressively responsible product management, marketing, operations/planning, sales is required.
- Proven track record of success in driving sales growth and market expansion.
- Understanding of and experience working with a premium brand is a plus.
- Candidate should possess strong golf acumen, business and product planning skills, excellent communication skills for work with cross functional teams, including a Excellent written, verbal, and presentation skills.
- Intermediate to Advanced skill set in Microsoft Office Word, Excel, and PowerPoint.

Company Description