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Trade Marketing Manager - Global Wine Brand

Trade Marketing Manager - Wine Brand

Job Information

Recruiter
[Michael Page](#)
Job ID

1522656

Industry

Bank, Trust Bank

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 9 million yen

Refreshed

February 20th, 2025 14:06

General Requirements

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

Lead trade marketing efforts in Japan by developing and executing strategies that drive brand growth, customer engagement, and market share. Collaborate closely with internal teams and external partners to create impactful campaigns and optimize trade marketing performance.

Client Details

This global leader in the wine industry is known for its prestigious portfolio of brands and a strong presence across international markets. With a culture driven by passion, innovation, and teamwork, the company fosters a collaborative and supportive work environment. Operating in multiple countries, they provide employees with opportunities to develop professionally while working on market-leading brands.

Description

- Develop and execute annual trade marketing plans for Japan.
- Bridge brand and sales teams to ensure seamless retail execution.
- Collaborate with agencies on BTL & ATL campaigns and product launches.
- Drive customer engagement, market insights, and category growth.
- Manage PR, budgeting, ROI analysis, and trade compliance.

Job Offer

- Salary package based on experience.
- Global exposure in a leading wine company.
- Career development opportunities in trade marketing and sales.
- Work with an award-winning portfolio of brands.
- Collaborative company culture that values teamwork and innovation.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Nhu Nguyen on +81 3 6832 8943.

Required Skills

- 3-5 years of experience in liquor, wine, or FMCG trade marketing.
 - Strong business and financial acumen with a track record in marketing execution.
 - Ability to lead cross-functional projects and drive customer engagement initiatives.
 - Excellent communication skills in both English and Japanese.
 - Experience working with suppliers, agencies, and retail partners.
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Company Description

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