

MichaelPage

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Retail Marketing Representative

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募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1521831

業種

小売

雇用形態

正社員

勤務地

東京都 23区

給与

500万円 ~ 650万円

更新日

2025年02月13日 10:38

応募必要条件

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可が必要です

募集要項

Responsible for developing the programs that will maximize the brand's awareness and sales and drive retail opportunities for the consumer. the position mainly handles in-store communication and promotion, PR (Store limited collection, Store PR etc.) and retention marketing (CRM, Loyalty program) and digital marketing (owned social media and web etc.) in the area of DTC channel .

Client Details

Our client is one of the biggest names in the casual fashion category. They are a brand used by many looking to stay casual but fashionable!

Description

- Plan marketing strategy and execution in-store marketing activities to support seasonal business objectives and product strategies based on marketing calendar.
- Planning and execute promotion and event activities that drive and achieve business objectives.
- Work closely with not only Marketing team but also VMD, Retail Operation & MD,EC team to maximize the performance of marketing activation and contribute the business growth.
- Plan strategy and execute PR and SNS marketing activities to drive traffic to stores and sales of Store limited

collection.

Job Offer

- Hybrid work environment.
- International work environment.
- Flextime available.
- Generous PTO plan.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Matthew Li.

スキル・資格

- Experience in marketing and communication, preferably in fashion or retail.
 - Available for frequent domestic travel.
 - CRM experience in fashion.
 - PR experience.
 - Digital Marketing experience.
 - NATIVE level Japanese and Business level English.
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会社説明

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