



Senior Key Account Manager - Mass Retail

Join the LEGO Team!

Job Information

Hiring Company

The LEGO Group

Job ID

1520471

Industry

Retail

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

July 22nd, 2025 11:00

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

Get ready to deliver impactful business strategies and improving lasting relationships with key customers!

In this highly visible role, bring forth your passion and creativity to take lead in Joint Business Plan (JBP) and collaborating with internal departments to take LEGO Japan sales to new heights!

Core Responsibilities

- Managing end to end business of responsible channel. Mentor team members including external field merchandisers to be able to bring LEGO customer value proposition to life
- Lead key business transformation projects
- Define opportunity and develop strategy of channel, key accounts, and internal / external resources

- Develop mid-term strategy, JBP of key customers, to pursue mutual growth. Lead internal alignment process with key collaborators (Marketing, Operations, Finance, Japan Leadership Team) with team members
- Mentor team members and external field merchandisers to implement action plans on JBP or other key strategic agendas
- Be capable for end-to-end customer management, customers insight understanding, analysis and review of business performance
- Run trad investments and lead critical key matrix improvements
- Develop sales forecast and align with Demand Planning team. Deliver commercial results against monthly sales target (POS sales and customer sell-in)
- Review business performance weekly basis and generate transparency about short term action for growth opportunity or mitigation and implement
- Participate key cross functional meeting such as Demand Review Meeting, BPR (Business Performance Review), Team meeting etc
- Lead 1 or 2 cross account project, such as all accounts' joint promotion or key occasion promotion
- Represent the LEGO group and its business in front of the customer, owning the contact strategy for the responsible customers

Play your part in our team succeeding

“Partner Promise” is one of the most important elements within the LEGO Brand Framework. The sales team plays a vital role in building partnership with external collaborators. With the supports from Marketing in instore execution guidelines, and from Operations in demand planning and order management, this role leads the execution of the LEGO brand presence in the stores.

The ultimate purpose of this role is to deliver financial targets through the outstanding collaboration with the customers, unlocking the unique opportunities in each trade channels such as LEGO Stores, eCommerce, Toy Specialists, Hypermarkets and Electronics Discounters. This position is mainly responsible for electronics accounts, partially working with the wholesalers.

Required Skills

Do you have what it takes:

- 7+ years of proven experience in sales or customer management (retailers or wholesaler), preferably with FMCG or branded product industry, or experience in headquarter role within chain-operated, modern retailers
- Working experience in account management activities based on annual planning cycles and cross functional collaboration rather than daily transactional activities within a single function
- Global approach (e.g. proven experience in global company or international job assignment)
- Good communicator with networking skills
- Comfortable with data analysis, presentation, leading business in English, as well as Microsoft Office in business usage
- Work independently, recognized subject matter expert, able to mentor others, tasks are independently identified and defined.
- Agile and committed to achieving goals
- Self-starter and collaboration attitude
- Experience in eCommerce business will be an added advantage
- Experience in Trade Marketing, Category Management or Joint Business Planning
- Proficiency in Business English and Japanese are required to connect with customers

Applications are reviewed on an ongoing basis. However, please note we do amend or withdraw our jobs and reserve the right to do so at any time, including prior to any advertised closing date. So, if you're interested in this role we encourage you to apply as soon as possible.

What's in it for you?

Here is what you can expect:

Family Care Leave - We offer enhanced paid leave options for those important times.

Insurances – All colleagues are covered by our life and disability insurance which provides protection and peace of mind.

Wellbeing - We want our people to feel well and thrive. We offer resources and benefits to nurture physical and mental wellbeing along with opportunities to build community and inspire creativity.

Colleague Discount – We know you'll love to build, so from day 1 you will qualify for our generous colleague discount.

Bonus - We do our best work to succeed together. When goals are reached and if eligible, you'll be rewarded through our bonus scheme.

Workplace - When you join the team you'll be assigned a primary workplace location i.e. one of our Offices, stores or factories. Our hybrid work policy means an average of 3 days per week in the office. The hiring team will discuss the policy and role eligibility with you during the recruitment process.

Children are our role models. Their curiosity, creativity and imagination inspire everything we do. We strive to create a diverse, dynamic and inclusive culture of play at the LEGO Group, where everyone feels safe, valued and they belong.

The LEGO Group is highly committed to equal employment opportunity and equal pay and seeks to encourage applicants from all backgrounds (eg. sex, gender identity or expression, race/ethnicity, national origin, sexual orientation, disability, age and religion) to apply for roles in our team.

Research shows that women and people from different underrepresented backgrounds often only apply for a job if they meet 100% of the listed qualifications. For all candidates, if you dream of being a part of our team and you meet many, but not all of our listed qualifications for this role, please apply.

The LEGO Group is fully committed to Children's Rights and Child Wellbeing across the globe. Candidates offered positions with high engagement with children are required to take part in Child Safeguarding Background Screening, as a condition of the offer.

Thank you for sharing our global commitment to Children's Rights.

Just imagine building your dream career.

Then make it real.

Join the LEGO® team today.

Company Description