

**MichaelPage**

www.michaelpage.co.jp

## Retail Marketing Specialist - Golf

### Retail Marketing Specialist

#### Job Information

**Recruiter**

Michael Page

**Job ID**

1542448

**Industry**

Retail

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

6 million yen ~ 7 million yen

**Refreshed**

May 27th, 2025 10:42

#### 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

The Retail Marketing Specialist is responsible for developing and executing marketing strategies to promote products within retail environments. They will be involved in 360 channels to promote sales of a beloved brand within golf.

#### Client Details

Our client is a beloved brand within the golf industry. They are renowned for their high quality products with a strong presence across Japan, Korea, the US, and more.

#### Description

- Create and implement marketing strategies to increase brand visibility and drive sales.
- Working closely with sales team to identify market trends and opportunities for product promotion.
- Conduct market research on consumer behavior and competitor analysis.
- Designing and executing trade marketing campaigns to support product launches.
- Monitoring and analyzing sales data to evaluate effectiveness of marketing initiatives.
- Assist with VMD activities and coordination.
- Manage E-Commerce activities and help develop overall strategy.

**Job Offer**

- International work environment.
- Hybrid work available.
- Flextime available.
- Chance to use English.

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

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**Required Skills**

- Experience in retail, with a preference for people who have worked in sports retail.
  - Experience with e-commerce or digital marketing a plus.
  - Knowledge of golf, preferably experience playing golf.
  - NATIVE level Japanese and Business level English.
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**Company Description**

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