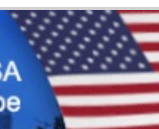




JAC Recruitment

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USA



PR/086810 | Channel Marketing Specialist

Job Information

Recruiter

JAC Recruitment USA

Job ID

1547935

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United States

Salary

Negotiable, based on experience

Refreshed

July 8th, 2025 16:04

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

POSITION SUMMARY

In this position, you will be responsible for planning and executing marketing initiatives tailored to specific retail channels, with the goal of increasing product awareness, trial, and repeat purchases at the point of sale. You will collaborate with both internal and external stakeholders to enhance brand value and drive sales growth.

RESPONSIBILITIES

- Develop and execute channel-specific marketing strategies to achieve brand awareness, consumer engagement, and sales targets.
- Plan and implement retailer-specific campaigns in collaboration with external agencies, in-house and freelance designers, and sales teams.
- Monitor and analyze campaign performance with the Marketing Communications Manager to optimize ROI and

shopper engagement.

- Create marketing materials such as brand decks, catalogs, and sell sheets.
- Ensure all marketing activities align with brand guidelines.
- Coordinate in-store marketing events to promote brand values and product features.
- Collaborate with internal teams including Sales, Product Development, Marketing, and Consumer Research to align marketing efforts with broader business goals.
- Analyze channel sales performance using internal and external data to identify growth opportunities.

QUALIFICATIONS

- Bachelor's degree in Business Administration, Marketing, Advertising, or a related field, or equivalent experience.
- 5+ years of marketing experience in consumer packaged goods (CPG), preferably in the food, beverage, or confectionery industry.
- 3+ years of experience in channel or shopper marketing, especially with major retailers such as Walmart, Costco, or Kroger.
- Strong project management skills with the ability to handle multiple campaigns and deadlines.
- Familiarity with syndicated and panel data (e.g., Circana, Nielsen, Numerator) is a strong plus.
- Willingness to travel 3–4 times per year.

BENEFITS

- Health insurance (medical, dental, vision)
- Life, AD&D, and long-term disability insurance
- Paid sick leave, vacation, and holidays
- Bonus program
- 401(k) retirement plan

SALARY USD55,000-65,000

LOCATION Irvine, California (Hybrid Work Style)

#LI-JACUS #LI-US #countryUS

Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description