

MichaelPage

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Customer Marketing Manager (1-year fix contract)**???? Premium Wine Marketing****Job Information****Recruiter**

Michael Page

Job ID

1556391

Industry

Food and Beverage

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

August 26th, 2025 18:01

General Requirements**Career Level**

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Drive customer marketing initiatives to elevate premium wine brands in Japan.
Translate global brand strategies into impactful local programs across channels.

Client Details

Our client is a global leader in the premium beverages industry, with a celebrated portfolio of internationally recognized brands. Known for its strong presence in Asia and beyond, the company combines heritage with innovation, delivering high-quality wines and luxury experiences to diverse markets. Employees join an inclusive, collaborative culture where career development, creativity, and performance are valued and rewarded.

Description

- Customize global/regional brand strategies for the Japan market
- Develop marketing initiatives across on-premise, off-premise, and e-commerce
- Use insights to create shopper marketing programs for retailers and trade partners

- Manage P&L and budgets, monitoring performance and ROI of activities
- Partner with agencies to deliver BTL, experiential, and luxury brand programs
- Track depletions, analyse results, and implement continuous improvement
- Build strong relationships with internal teams, distributors, and partners

Job Offer

- Attractive salary package with healthcare benefits
- 20 days of paid annual leave
- Flexible working arrangements to support wellbeing
- Career development opportunities in a global environment
- Collaborative and inclusive company culture

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

Required Skills

- Background in marketing, brand, or trade marketing (luxury or beverages preferred)
- Proven experience in developing and executing campaigns that drive sales and brand value
- Strong commercial acumen with P&L and ROI management skills
- Skilled at planning, project management, and stakeholder engagement
- Confident communicator with fluency in Japanese and English
- Knowledge of the Wines & Spirits or luxury sector is highly advantageous

Company Description

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