

CAMPARI GROUP

Marketing Manager – House of Whiskey and Rum

Job Information

Hiring Company[CAMPARI JAPAN Ltd.](#)**Job ID**

1560634

Industry

Specialized Import, Export

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

October 13th, 2025 00:00

General Requirements

Minimum Experience Level

Over 3 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

«Job Description & Position Highlights»

- Oversee whisky and rum brand strategy development and overall marketing
- Core position driving global brand growth in the Japanese market
- Broad discretion to lead teams from strategy formulation to execution
- Develop skills in an international environment collaborating with overseas headquarters

【Job Responsibilities】

*Reports to: Marketing Director, Japan

■General Description

The Marketing Manager for Brown Spirits reports to the Marketing Director and leads the strategic development and

execution of marketing initiatives for brands such as Wild Turkey and The Glen Grant. The role oversees integrated marketing strategies—including long-term brand strategy, portfolio strategy, consumer insights, brand communication, consumer and trade activation—across both On Trade and Off Trade channels. It also manages P&L in close collaboration with Finance, Sales, and Channel Customer Marketing. As a category leader, the role guides brand managers and ensures consistency and excellence in execution across local markets.

■Key Responsibilities and Activities

- Lead the strategic planning and execution of brand initiatives for key brown spirits, ensuring alignment with long-term business objectives and market dynamics.
- Develop and manage comprehensive brand plans, integrating ATL and BTL activities, digital marketing, PR, and consumer engagement strategies.
- Monitor category performance and profitability, analyzing variances against forecasts and identifying growth opportunities.
- Contribute to medium- and long-term volume forecasting and strategic planning processes.
- Collaborate with Finance to manage P&L, ensuring effective budget allocation and ROI tracking for marketing investments.
- Manages new product development projects / launches in the market, and supports the development of pricing strategies in cooperation with the Commercial team
- Drive the development and implementation of both on and offline media plans, social, and PR strategies to strengthen brand positioning.
- Guide brand managers and ensure consistency and excellence in execution in local market
- Leadership management
- Act as a leader for cross functional team to drive growth agenda for the category
- Seeks opportunities to motivate strong team engagement & coach direct reportee
- Continuously promotes and supports capabilities development in marketing organization

■Reporting and other key relationships

Internal: Marketing Director, CCM Team, Brand Ambassador, Sales Team, SCM, Finance Team

External: Brand and Activation Agencies, Direct and Indirect Customers (wholesalers, On Trade and Off Trade outlets and Chains)

【Employment Type】

Full-time employee

【Salary】

Salary negotiable based on experience

【Working Hours】

In accordance with company regulations

【Work Location】

Tokyo Japan

【Holidays & Leave】

In accordance with company regulations

Required Skills

【Summary of Experience】

- At least 5 years' experience as Brand Manager, preferably in FMCG, Luxury goods, or aspirational consumer brands.
- Experience managing International or nationally recognized brands with high consumer visibility is a plus
- Channel and Trade understanding is a strong plus
- International experience is a plus
- Liquor industry experience is a plus
- Demonstrated ability to lead cross functional teams, and showcase influencing skills

【Key competences】

- Brand Management
- Brand positioning knowledge
- Through-the-line Campaign management
- Consumer understanding
- New Product development
- Brand profitability analysis
- Market research
- Media communication
- Social media and web marketing techniques knowledge

【Key soft skills】

- Team work
- Strategic Thinking
- Ability to work in a matrix organization
- Influencing skills
- Negotiation
- Project Management
- Strong communication capabilities
- Leadership

- People Management and Development

[Specific Requirements]

- Japanese (native)
- English (High Business level)

[Education / Professional Qualifications]

- University degree
- Formal Marketing training preferable

Company Description