



PR/087024 | Marketing Manager

Job Information

Recruiter

JAC Recruitment USA

Job ID

1565057

Industry

Restaurant, Food Service

Job Type

Permanent Full-time

Location

United States

Salary

Negotiable, based on experience

Refreshed

December 9th, 2025 08:01

General Requirements

Career Level

Mid Career

Minimum English Level

None

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

POSITION TITLE Marketing Manager

POSITION SUMMARY

In this position, you will be responsible for developing and executing strategies focused on trade show operations, digital marketing, and social media marketing, with the goal of enhancing brand awareness and strengthening the company's presence at events.

RESPONSIBILITIES

- Plan and execute marketing campaigns for trade shows and events
- Oversee all aspects of trade show logistics including booth design, staffing, and budgeting
- Manage social media channels: content creation, scheduling, and audience engagement

- Develop digital marketing strategies including email, SEO, PPC, and website optimization
- Conduct market research and monitor industry trends
- Manage marketing budgets and evaluate performance against KPIs
- Collaborate with internal teams to ensure consistent branding and messaging
- Build and maintain relationships with external vendors and partners
- Analyze campaign performance and recommend improvements
- Stay current with emerging technologies and trends in marketing
- Support sales teams with shopper marketing programs and customer-specific initiatives

QUALIFICATIONS

- Experience in the consumer packaged goods (CPG) industry, especially food or beverage, is highly desirable
- Strong communication and interpersonal skills
- Proven ability to manage multiple projects under tight deadlines
- Detail-oriented with a strong understanding of compliance and regulations
- Demonstrated success in shopper marketing and customer-focused campaigns

LOCATION Irving, Texas

SALARY USD110,000

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Company Description