



【800～1000万円】 Retail Marketing Manager Salomon Japan

アメアスポーツジャパン株式会社での募集です。 販売促進（SP）のご経験のある方...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

アメアスポーツジャパン株式会社

Job ID

1570070

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Work Hours

09:30 ~ 18:15

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝日 年間休...

Refreshed

December 25th, 2025 14:25

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2347497】

We are seeking a highly skilled and consumer focused Retail Marketing Manager to lead the development and execution of retail and trade marketing strategies for Salomon Japan. This role is responsible for driving brand awareness in store tool production and sell through across Salomon Brand Stores Shop in Shop environments and Factory Outlet Stores. The Retail Marketing Manager will work closely with the Senior Brand Marketing Manager Sales teams Retail teams and VMD to deliver best in class consumer facing tools and experiences that inspire customers and reinforce Salomon's brand leadership.

Retail Marketing Strategy Execution

Develop and implement a comprehensive Salomon retail marketing strategy that aligns with global direction and the overall business objectives.

Create a best in class retail shopping environment that inspires guests (creating WOW experience) and motivates them to expand and play outdoors..

Oversee retail Windows In store communication retail activation and campaign execution across Brand stores SIS and FOS.

Define the success metrics for each retail campaign and collaborate closely with Retail merchandising and VMD teams to ensure effective execution.

Performance Management Insights

Take full accountability for campaign and activation performance analyze marketing data to measure ROI and identify opportunities for continuous improvement.

Maintain a strong understanding of emerging retail marketing trends consumer behavior shifts and best practices.

Creative Collaboration Innovation

Build and maintain relationships with external collaborators artists and creators to deliver fresh “never seen” retail experiences that inspire guests.

Manage agencies production partners and contractors continuously evaluating and selecting the best talent in the market.

Global Alignment Cross Functional Partnership

Stay closely connected with the Global Retail marketing team to translate global best practices into Japan retail environment.

Partner with the Sports Marketing team to leverage athletes and ambassadors within retail spaces for storytelling and customer engagement

Budgeting Forecasting

Manage retail marketing budgets in alignment with guideline requirement.

Key Performance Indicators

- Traffic and conversion Sales performance comp store sales
- Retail activation customer engagement (e.g. engagement metrics)
- Compliance with marketing budget guidelines
- Accuracy of annual/Monthly marketing budget forecasts

Required Skills

必須スキル・経験

- Self motivated problem solving mindset together with attention to very small detail
- Minimum 5 7 years of Retail/Trade marketing related experience and hands on experience
- Knowledge of general marketing framework
- Brand building skill to enhance brand equity
- Passion for sport and outdoor
- Basic English Skill
- Advanced Japanese writing skill

歓迎スキル・経験

- More than 10 years of Retail/Trade marketing experience.
- Experience in Retail industry
- Experience in key Salomon outdoor activities (climb hike snow)
- Business Level English skill

Company Description

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