



Manager / Supervisor in Marketing Brand Category

スマートジャパン株式会社での募集です。販売促進（SP）のご経験のある方は歓迎で…

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

スマートジャパン株式会社

Job ID

1573822

Industry

Apparel, Fashion

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 9 million yen

Work Hours

09:30 ~ 18:00

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 有給休暇初年度：入社月に基づいて初月から2日～2...

Refreshed

January 22nd, 2026 15:14

General Requirements

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

【求人No NJB2315364】

YOUR MISSION

This role is responsible for marketing planning implementation for categories of Performance including Football Running Basketball to achieve brand and commercial objectives working with the key stakeholders.

To achieve brand and commercial objectives working with key stakeholders lead to implement seasonal marketing initiatives as well as commercial communications strategy for sell in / sell through for the performance categories. This includes;

- Sell in planning and implementation
- Sell through planning and implementation
- Creative development adaptation
- Media planning and Buying
- Event and promotion planning
- Marketing activity reports
- Market research of the category in charge and understanding of consumer insights/behaviors
- Execute global marketing plan alignment and share local marketing activation in collaboration with category APAC Global
- Communicate closely with the Cross Functional Team (Sales / DTC / Sports Marketing / MD) to promote the project
- Support trade marketing planning and implementation for key strategic retail partner (s) .
- Global Sales agency and retail partner (s) liaison

Required Skills

YOUR TALENT

- Functional: 5+ years experiences in Brand Marketing in Sports / Retail / Fashion / FMCG.
- Experiences in marketing planning implementation both on line and off line
- Native level Japanese Business level English
- Other Skills Knowledge

Timeline management

Budget management skills

Creative direction

Agency and production management skills

Knowledge of PR media digital media influencer marketing

- (Preferable) Extensive knowledge and experience of retail / Ecom / trade marketing
- Bachelor's degree +

Company Description

■PUMAブランドのフットウェア、アパレル及びアクセサリーの輸入及び販売■PUMAブランドの日本におけるマーケティングの立案と実施