



Understanding People

## Channel Marketing Specialist | チャネルマーケティングスペシャリスト

### End-to-end product development

#### Job Information

##### Recruiter

Specialized Group

##### Job ID

1589183

##### Industry

Food and Beverage

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

Negotiable, based on experience

##### Refreshed

April 30th, 2026 05:00

#### General Requirements

##### Minimum Experience Level

Over 3 years

##### Career Level

Mid Career

##### Minimum English Level

Business Level

##### Minimum Japanese Level

Business Level

##### Minimum Education Level

Bachelor's Degree

##### Visa Status

Permission to work in Japan required

#### Job Description

##### Channel Marketing Specialist | Product Development チャネルマーケティングスペシャリスト・商品開発

Our client, a renowned company in the Food & Beverage industry, is seeking a Channel Marketing Specialist to drive the process from concept to launch for both staple product renewals and seasonal new product developments. This role offers the opportunity to lead multiple innovation and renovation projects, working closely with senior managers and cross-functional teams, including domestic chefs.

##### Key Responsibilities:

- Lead product concept development to post-launch review
- Analyze market and consumer insights for product development
- Collaborate with sales, PR, and VMD for product information sharing
- Conduct post-launch performance reviews and competitive analysis
- Manage product COGS and P/L for profitability optimization

- Coordinate with domestic chef team for project execution
- Develop seasonal and regular product innovations

**Qualifications:**

- Marketing experience in consumer goods, preferably food industry
- Experience in new product development
- Proven track record in marketing strategy execution
- Strong cross-functional communication skills
- Fluency in Japanese
- Experience with market and consumer insights analysis
- Ability to manage P/L and COGS for products
- Familiarity with project management tools (is preferred but not mandatory)

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Company Description