



Understanding People

Trade Marketer / トレードマーケター

Global consumer products company

Job Information

Recruiter

Specialized Group

Job ID

1597334

Industry

Daily Necessities, Cosmetics

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

July 15th, 2026 07:00

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

Trade Marketer | Customer Marketing | Consumer Products トレードマーケター | カスタマーマーケティング

An international consumer products company is seeking a Trade Marketer to support customer marketing and commercial initiatives in Japan. This role offers the opportunity to work closely with sales and marketing teams to strengthen brand visibility, develop customer-focused activation strategies, and contribute to business growth.

Key Responsibilities

- Develop and execute customer marketing and trade activation initiatives
- Create sales presentations, customer materials, and commercial communication tools
- Support the planning and production of promotional and point-of-sale materials
- Manage trade marketing budgets and monitor campaign effectiveness
- Analyze sales performance, market trends, and customer insights

- Collaborate with cross-functional teams to improve execution and commercial effectiveness
- Develop tools and resources that support sales productivity and customer engagement
- Provide recommendations based on data and market analysis

Qualifications

- 3+ years of sales experience within the consumer products industry
- Experience using data and market insights to support commercial decision-making
- Experience in trade marketing, customer marketing, category management, or marketing is advantageous
- Business-level Japanese and English language skills
- Experience analyzing sales, retail, or customer performance data is preferred
- Strong analytical, communication, and stakeholder management skills
- Experience managing budgets or marketing investments is advantageous

Company Description