



PR/090127 | Trade Marketing

#### Job Information

**Recruiter**

JAC Recruitment Korea

**Job ID**

1609996

**Industry**

Restaurant, Food Service

**Job Type**

Permanent Full-time

**Location**

Korea, South

**Salary**

Negotiable, based on experience

**Refreshed**

September 1st, 2026 13:51

#### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

None

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

#### Job Description

**On-Trade Marketing Specialist (Beverage / FMCG)**

???? Seoul, South Korea

**About the Company**

A globally recognized premium beverage company with an extensive portfolio of world-class brands and a strong presence across international markets.

As the business continues to grow in Korea, they are seeking a highly motivated Trade Marketing Specialist to support commercial activation and customer engagement across key On-Trade channels.

**About the Role**

This position sits within the Commercial organization and works closely with Sales and Marketing teams to drive channel activation, customer engagement, and commercial excellence.

The successful candidate will be responsible for planning and executing trade marketing initiatives across key hospitality channels including bars, pubs, hotels, restaurants, and fine dining venues.

This role offers an excellent opportunity for professionals looking to further develop their career within Trade Marketing, Channel Marketing, or Commercial Planning.

## **Key Responsibilities**

### Channel Activation & Trade Marketing

- Develop and execute On-Trade activation plans across hospitality channels
- Support consumer engagement programs and promotional activities
- Execute brand visibility and point-of-purchase initiatives
- Manage POSM deployment and activation programs

### Commercial Planning

- Support channel planning and annual activation calendars
- Identify opportunities to improve customer engagement and sales effectiveness
- Coordinate execution with internal stakeholders and external agencies

### Performance Analysis

- Monitor promotion effectiveness and channel performance
- Analyze sales data and activation ROI
- Manage and optimize trade marketing investments

### Cross-functional Collaboration

- Work closely with Sales, Marketing, and external partners
- Support execution of integrated commercial programs
- Ensure timely delivery of all activation initiatives

## **Key Requirements**

- Beverage or Alcohol Industry (or FMCG / Food & Beverage / Hotel / Restaurant / Fine Dining related customer management / Tobacco Industry)
- Trade Marketing & Commercial Planning
- Customer and Channel Marketing
- Bachelor's degree or above
- Minimum 5 years of experience in: Trade Marketing, Channel Marketing, Commercial Planning and Sales
- Experience working with hospitality or On-Trade customers is highly preferred
- Strong analytical and presentation skills
- Excellent stakeholder management capability
- Business-level English communication skills

**Why Join?**

- Opportunity to join a leading global premium consumer brand company
- Dynamic international working environment
- Regional exposure and collaboration
- Strong cross-functional experience across Sales and Marketing
- Clear career development opportunities within Commercial functions

**Contact:**

Jason Lee - Associate Director, JAC Recruitment Korea

???? jason.lee@jac-recruitment.com

**Notice:** By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

Privacy Policy Link: <https://www.jac-recruitment.kr/privacy-policy>

Terms and Conditions Link: <https://www.jac-recruitment.kr/terms-of-use>

---

**Company Description**