



PR/110804 | Marketing Specialist

Job Information

Recruiter

JAC Recruitment India

Job ID

1614587

Industry

Retail

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

September 29th, 2026 10:35

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent

Minimum Japanese Level

None

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Position Overview

The Marketing Specialist will support the Senior Manager – Marketing in planning and executing marketing initiatives, analyzing market and consumer trends, coordinating promotional activities, and providing data-driven insights to support business and brand decisions. The ideal candidate should have a good understanding of FMCG marketing fundamentals, brand positioning, consumer behavior, promotions and schemes, along with strong analytical and communication skills.

Key Responsibilities
Brand & Marketing Support

Support the Senior Manager – Marketing in implementing brand and marketing strategies.

Develop a good understanding of brand positioning, target consumers, product propositions, and key brand messages.

Support the planning and execution of marketing campaigns and brand activities.

Assist in preparing marketing presentations, briefs, promotional materials, and reports.

Coordinate with internal teams and external agencies to ensure timely execution of marketing activities.

Promotions & Schemes

Support the planning and execution of consumer promotions, trade schemes, and other promotional activities.

Monitor ongoing promotions and schemes and track their effectiveness.

Analyze promotional performance and provide recommendations for improvement.

Coordinate with Sales and other relevant teams to ensure smooth implementation of schemes.
Maintain records of promotional activities, budgets, and results.

Data Analysis & Reporting

Collect, consolidate, and analyze marketing and business-related data.
Prepare regular marketing performance reports, dashboards, and presentations.
Use Excel to analyze sales, campaign, promotion, consumer, and market data.
Identify trends and provide data-based observations and recommendations.
Support the Senior Manager – Marketing in preparing management reports and presentations.

Campaign Execution

Support end-to-end execution of marketing campaigns across relevant channels.
Coordinate with creative, digital, research, media, and other agencies as required.
Follow up on campaign deliverables, timelines, and execution.
Monitor campaign performance and prepare post-campaign analysis.

Cross-functional Coordination

Work closely with Sales, E-commerce, Supply Chain, Finance, and other departments to support marketing initiatives.
Coordinate with relevant teams for product launches, promotions, campaigns, and other marketing activities.
Ensure timely communication and follow-up on marketing-related activities.

General Responsibilities

Good understanding of basic FMCG marketing concepts, brand positioning, campaign, promotions and consumer insights.
Good knowledge of promotional activities, trade schemes and consumer promotions.
Good presentation, reporting and documentation skills.
Pro-active, detail-oriented, and willing to take ownership of assigned responsibilities.

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Company Description