SPECIALIZED GROUP Understanding People

Sales Manager / 営業マネージャー | Premium Spirits

Global spirits | Japan market expansion

Job Information

Recruiter
Specialized Group

Job ID
1620877

Industry
Distribution

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
November 13th, 2026 10:00

General Requirements

Minimum Experience Level
Over 1 year

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

Japan Sales Manager-Global Premium Spirits Company

About the Opportunity

This role will be responsible for building new business, expanding distribution, and developing strong relationships across the on-premise, off-premise, and distributor channels.

Working closely with key industry partners, you will help drive the success of an established imported portfolio while supporting the launch and growth of new products entering the Japanese market.

As part of a growing, entrepreneurial business, this position is ideal for someone who enjoys creating opportunities, building relationships, and making a direct impact. We're looking for a self-starter who thrives in a dynamic environment, takes ownership, and is comfortable building processes rather than following established ones.

If you have a strong network within the beverage industry, enjoy winning new business, and are excited by the opportunity to help shape a growing brand's success in Japan, we'd love to hear from you.

Key Responsibilities

Business Development

- Identify and win new business across bars, restaurants, hotels, and retail channels
- Build a strong pipeline of prospective accounts and distribution opportunities
- Grow market presence and drive sales across a premium spirits portfolio

Trade & Distributor Management

- Develop and manage relationships with distributors, wholesalers, and key trade partners
- Secure product listings and promotional opportunities
- Act as a trusted partner to customers and stakeholders across the market

Sales & Growth

- Deliver against sales and distribution targets
- Create account plans and growth strategies
- Monitor business performance and identify new opportunities for expansion

Product Launches & Brand Building

- Support upcoming product launches in the Japanese market
- Gather market insights and customer feedback to support future growth
- Represent the brand at industry events, tastings, and trade activations
- Provide product education and training to customers and partners

Requirements

Essential

- Proven sales experience within spirits, beverage, FMCG, or a related industry
- Strong track record of opening new accounts and growing distribution
- Established network within hospitality, retail, distributor, or on-premise channels
- Self-starter who can thrive in a growing and evolving business
- Native-level Japanese and business-level English
- Willingness to travel as required

Preferred

- Experience launching new brands or products in Japan
- Existing relationships within premium beverage categories
- Background in sales, trade marketing, or brand-building roles
- Relevant industry certifications are a plus

What Success Looks Like

- Quickly establishing new customer relationships and distribution partnerships
- Consistently achieving sales and growth targets
- Successfully supporting new product introductions
- Building a strong market presence and long-term trade partnerships

Company Description