

PR/087692 | Senior Marketing Specialist (m / f / d)

Job Information

Recruiter
JAC Recruitment Germany

Job ID
1624029

Industry
Retail

Job Type
Permanent Full-time

Location
Germany

Salary
Negotiable, based on experience

Refreshed
November 24th, 2026 11:04

General Requirements

Minimum Experience Level
Over 10 years

Career Level
Mid Career

Minimum English Level
Fluent Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

***Applicants must have a valid working permit in Germany* Overview**
A family-run Japanese company with more than 200 years of history is looking for an eCommerce Specialist (m/f/d), located in Milan, Italy.

Reporting to the Head of eCommerce, this role is responsible for driving eRetailer and category performance while ensuring optimal trade revenue and profitability.

With full budget accountability in alignment with the line manager, the position focuses on building strong, influential relationships with key eRetailers and collaborating with internal stakeholders to deliver actionable insights and innovative solutions. The role will lead the development and execution of mutually beneficial joint business plans that foster sustainable growth for the eCommerce channel and the overall market.

Responsibilities

- Lead the European new product launch process, identifying opportunities from our global portfolio.

- Develop the launch roadmap and coordinate launches with Japan HQ and European markets.
- Support European markets in delivering consistent and impactful brand execution across different touchpoints.
- Drive best practices for in-store activations, displays and point-of-sale (POS) materials.
- Develop solutions that strengthen brand visibility while supporting local commercial needs.
- Supporting account reconciliations and general accounting activities.
- Establish a structured approach to evaluating promotional activities.
- Identify learnings across markets and translate insights into recommendations for future activations and marketing investment.

Requirements

- 10+ years of relevant experience in Brand Management, Trade Marketing, Innovation or broader Marketing roles, ideally within FMCG.
- Strong understanding of brand building and trade marketing, combined with a commercial mindset.
- Experience working across multiple markets or in an international environment.
- Proven ability to independently lead complex projects and coordinate multiple stakeholders.
- A balance of strategic thinking and hands-on execution.
- Strong communication, stakeholder management and presentation skills.
- Excellent organisational skills and ability to manage multiple priorities.
- Proactive, pragmatic and comfortable working in a dynamic and evolving organisation.
- Fluent English; additional European languages are an advantage.
- Strong PowerPoint and Excel skills.

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Company Description