



PR/086810 | Channel Marketing Specialist

募集職種

人材紹介会社

JAC Recruitment USA

求人ID

1547935

業種

レストラン・フードサービス

雇用形態

正社員

勤務地

アメリカ合衆国

給与

経験考慮の上、応相談

更新日

2025年08月06日 05:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ビジネス会話レベル

最終学歴

短大卒：準学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

POSITION SUMMARY

In this position, you will be responsible for planning and executing marketing initiatives tailored to specific retail channels, with the goal of increasing product awareness, trial, and repeat purchases at the point of sale. You will collaborate with both internal and external stakeholders to enhance brand value and drive sales growth.

RESPONSIBILITIES

- Develop and execute channel-specific marketing strategies to achieve brand awareness, consumer engagement, and sales targets.
- Plan and implement retailer-specific campaigns in collaboration with external agencies, in-house and freelance designers, and sales teams.
- Monitor and analyze campaign performance with the Marketing Communications Manager to optimize ROI and

shopper engagement.

- Create marketing materials such as brand decks, catalogs, and sell sheets.
- Ensure all marketing activities align with brand guidelines.
- Coordinate in-store marketing events to promote brand values and product features.
- Collaborate with internal teams including Sales, Product Development, Marketing, and Consumer Research to align marketing efforts with broader business goals.
- Analyze channel sales performance using internal and external data to identify growth opportunities.

QUALIFICATIONS

- Bachelor's degree in Business Administration, Marketing, Advertising, or a related field, or equivalent experience.
- 5+ years of marketing experience in consumer packaged goods (CPG), preferably in the food, beverage, or confectionery industry.
- 3+ years of experience in channel or shopper marketing, especially with major retailers such as Walmart, Costco, or Kroger.
- Strong project management skills with the ability to handle multiple campaigns and deadlines.
- Familiarity with syndicated and panel data (e.g., Circana, Nielsen, Numerator) is a strong plus.
- Willingness to travel 3–4 times per year.

BENEFITS

- Health insurance (medical, dental, vision)
- Life, AD&D, and long-term disability insurance
- Paid sick leave, vacation, and holidays
- Bonus program
- 401(k) retirement plan

SALARY USD55,000-65,000

LOCATION Irvine, California (Hybrid Work Style)

#LI-JACUS #LI-US #countryUS

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会社説明