

# MichaelPage

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## Trade Marketing Lead - Global Wine Group

### Trade Marketing Lead - Wine Group

#### 募集職種

##### 人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

##### 求人ID

1551744

##### 業種

その他

##### 雇用形態

正社員

##### 勤務地

東京都 23区

##### 給与

経験考慮の上、応相談

##### 更新日

2025年07月11日 15:04

#### 応募必要条件

##### キャリアレベル

エグゼクティブ・経営幹部レベル

##### 英語レベル

流暢

##### 日本語レベル

流暢

##### 最終学歴

大学卒：学士号

##### 現在のビザ

日本での就労許可が必要です

#### 募集要項

Take the lead in executing trade marketing activities for a premium wine portfolio in Japan. Work cross-functionally with sales and brand teams to deliver high-impact campaigns.

#### Client Details

This global wine group has a proud legacy and a diverse portfolio of award-winning, globally loved wine brands. With a strong presence across Asia, they're focused on growth in Japan through high-quality marketing, innovation, and local customer engagement. The company values collaboration, creativity, and empowering teams to make an impact in-market.

#### Description

- Develop and lead trade marketing strategy across retail and out-of-home channels
- Collaborate with sales and brand teams to plan and execute customer campaigns
- Localize ATL/BTL activity with the support of external agencies
- Build and deliver customer presentations to support innovation and new launches
- Lead trade promotions, tastings, events, and press activities
- Monitor execution in store and ensure compliance and effectiveness
- Provide insights and recommendations based on category trends and competitor activity

- Manage POS materials, local promoter teams, and campaign budgets
- Track pricing, distribution, and performance in the market

#### Job Offer

- Strategic ownership of trade marketing in Japan
- Work with prestigious global wine brands
- Collaborate with international teams and creative agencies
- Opportunity to lead impactful activations in a growing market
- Competitive compensation package
- Flexible and supportive team culture

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Yuliia Chentukova at +81368328662.

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#### スキル・資格

- Trade marketing experience in the beverage, FMCG or retail space
- Strong communication in Japanese and English (verbal & written)
- Excellent collaboration and project coordination skills
- Commercial mindset with the ability to translate insights into action
- Comfortable working cross-functionally and managing agency partners
- Interest or background in the wine or liquor industry preferred

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#### 会社説明

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