



Trade Marketing Manager

スイス発のアウトドアブランド ◆ 赤いサークルに象牙を生やしたマンモスマークが特徴 ◆

募集職種

採用企業名

MAMMUT SPORTS GROUP JAPAN株式会社

求人ID

1560615

業種

その他（メーカー）

会社の種類

中小企業（従業員300名以下） - 外資系企業

外国人の割合

（ほぼ）全員日本人

雇用形態

正社員

勤務地

東京都 23区, 渋谷区

最寄駅

千代田線、 明治神宮前駅

給与

800万円 ~ 1000万円

勤務時間

所定労働時間9:30-18:30（休憩60分） 8時間勤務 ・ フレックスタイム制（コアタイム10:00-16:00）

休日・休暇

土日祝日休み、完全週休二日制

更新日

2025年10月06日 11:27

応募必要条件

職務経験

6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

ネイティブ

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

With a deep understanding of the brand image, lead the development of store concepts and fixture plans for new store

With a deep understanding of the brand image, lead the development of store concepts and interior plans for new store projects, driving their implementation. Manage marketing activities that effectively stimulate purchasing desire through visual appeal. Oversee the planning and execution of VMD strategies that maximize sales for MBS, FOC, and WHS.

【Job Description】

■Overall

- Develop store concepts, fixture plans, and budgets for new store opening projects
- Maximize sales through VMD actions and formulate plans and budgets to achieve this
- Localize and coordinate projects in collaboration with Swiss headquarters
- Develop, execute, and manage reviews of domestic VMD strategies aligned with Swiss headquarters' VMD strategy
- Build strong relationships with suppliers and vendors and conduct effective negotiations
- Manage all aspects of creating the Mammut brand globally, not just in Japan, based on new store projects and VMD operations

■Company-owned Stores

- Developing and leading store fixture plans for new store projects
- Implementing new store concepts through collaboration with external design firms
- Creating and managing execution of window and floor VMD plans aligned with sales strategies
- Strengthening collaboration with stores using VMD guidelines and supporting store staff in enhancing VMD

■Wholesale

- Manage plans for wholesale partners' windows, signage, interiors, layout proposals, promotions, etc.
- Gather sales team needs for biannual exhibitions, develop effective VMD strategies, and oversee venue construction
- Implement and manage decorations

■VMD Operations Management

[Manage VMD activities performed by VMD Specialists and Retail Specialists]

- Implementation of local VMD aligned with global VMD policies
- Proposing new methods and displays
- Stimulating in-store purchasing desire through POP and other means
- Creating sales floors that enhance the value of the shopping experience (convenience, excitement, satisfaction)
- Freshness management through timely and precise updates to sales floors
- Ensuring these are executed seamlessly to elevate brand image and prevent missed sales opportunities

*Reporting to: Head of Marketing

*Direct Reports: 2 VMD Specialists (1 dotted line report)

選考プロセス

書類選考→オリジナル試験1回・面接(1-2回)→内定

※面接は全て弊社オフィスでの対面で実施

雇用条件

勤務地 東京都渋谷区神宮前

給与 800～1000万（基本給＋ボーナス）

勤務時間 フレックスタイム制（コアタイム10:00-16:00）

福利厚生 24時間補償の任意労災保険あり、自社クライミングジム利用無料、登山等のレクリエーション支援制度、社員割引購入制度、資格取得支援制度、慶弔金、退職金など

スキル・資格

Key requirements / Minimum qualifications

- Marketing skills and knowledge
- Substantial experience in store planning
- Substantial experience in VMD, including window displays
- Experience driving sales growth through innovative VMD execution
- Experience working in the sports/fashion industry and knowledge of business operations
- Substantial knowledge of VMD trends and best practices
- Business-level English proficiency (daily communication with Swiss headquarters)

Personal

- Professional attitude
- Passion for branding and marketing
- Strategic and logical thinking
- Problem-solving orientation
- Excellent communication and stakeholder management skills
- Strong project management/time management skills
- High organizational skills and attention to detail

- Excellent communicator and collaborative team player

Software

- Microsoft Office Word, Excel, PowerPoint
- Preferably Adobe Photoshop, Illustrator

会社説明