

CAMPARI GROUP

Marketing Manager – House of Whiskey and Rum

募集職種

採用企業名

CAMPARI JAPAN株式会社

求人ID

1560634

業種

専門商社

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

勤務時間

In accordance with company regulations

休日・休暇

In accordance with company regulations

更新日

2025年10月06日 12:27

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

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

«Job Description & Position Highlights»

- Oversee whisky and rum brand strategy development and overall marketing
- Core position driving global brand growth in the Japanese market
- Broad discretion to lead teams from strategy formulation to execution
- Develop skills in an international environment collaborating with overseas headquarters

【Job Responsibilities】

*Reports to: Marketing Director, Japan

■General Description

The Marketing Manager for Brown Spirits reports to the Marketing Director and leads the strategic development and

execution of marketing initiatives for brands such as Wild Turkey and The Glen Grant. The role oversees integrated marketing strategies—including long-term brand strategy, portfolio strategy, consumer insights, brand communication, consumer and trade activation—across both On Trade and Off Trade channels. It also manages P&L in close collaboration with Finance, Sales, and Channel Customer Marketing. As a category leader, the role guides brand managers and ensures consistency and excellence in execution across local markets.

■Key Responsibilities and Activities

- Lead the strategic planning and execution of brand initiatives for key brown spirits, ensuring alignment with long-term business objectives and market dynamics.
- Develop and manage comprehensive brand plans, integrating ATL and BTL activities, digital marketing, PR, and consumer engagement strategies.
- Monitor category performance and profitability, analyzing variances against forecasts and identifying growth opportunities.
- Contribute to medium- and long-term volume forecasting and strategic planning processes.
- Collaborate with Finance to manage P&L, ensuring effective budget allocation and ROI tracking for marketing investments.
- Manages new product development projects / launches in the market, and supports the development of pricing strategies in cooperation with the Commercial team
- Drive the development and implementation of both on and offline media plans, social, and PR strategies to strengthen brand positioning.
- Guide brand managers and ensure consistency and excellence in execution in local market
- Leadership management
- Act as a leader for cross functional team to drive growth agenda for the category
- Seeks opportunities to motivate strong team engagement & coach direct reportee
- Continuously promotes and supports capabilities development in marketing organization

■Reporting and other key relationships

Internal: Marketing Director, CCM Team, Brand Ambassador, Sales Team, SCM, Finance Team

External: Brand and Activation Agencies, Direct and Indirect Customers (wholesalers, On Trade and Off Trade outlets and Chains)

【Employment Type】

Full-time employee

【Salary】

Salary negotiable based on experience

【Working Hours】

In accordance with company regulations

【Work Location】

Tokyo Japan

【Holidays & Leave】

In accordance with company regulations

スキル・資格

【Summary of Experience】

- At least 5 years' experience as Brand Manager, preferably in FMCG, Luxury goods, or aspirational consumer brands.
- Experience managing International or nationally recognized brands with high consumer visibility is a plus
- Channel and Trade understanding is a strong plus
- International experience is a plus
- Liquor industry experience is a plus
- Demonstrated ability to lead cross functional teams, and showcase influencing skills

【Key competences】

- Brand Management
- Brand positioning knowledge
- Through-the-line Campaign management
- Consumer understanding
- New Product development
- Brand profitability analysis
- Market research
- Media communication
- Social media and web marketing techniques knowledge

【Key soft skills】

- Team work
- Strategic Thinking
- Ability to work in a matrix organization
- Influencing skills
- Negotiation
- Project Management
- Strong communication capabilities
- Leadership

- People Management and Development

【Specific Requirements】

- Japanese (native)
- English (High Business level)

【Education / Professional Qualifications】

- University degree
- Formal Marketing training preferable

会社説明