



Understanding People

## Channel Marketing Specialist | チャネルマーケティングスペシャリスト

## End-to-end product development

## 募集職種

## 人材紹介会社

スペシャライズドグループ株式会社

## 求人ID

1589183

## 業種

食品・飲料

## 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

2026年04月30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

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

## Channel Marketing Specialist | Product Development チャネルマーケティングスペシャリスト・商品開発

Our client, a renowned company in the Food & Beverage industry, is seeking a Channel Marketing Specialist to drive the process from concept to launch for both staple product renewals and seasonal new product developments. This role offers the opportunity to lead multiple innovation and renovation projects, working closely with senior managers and cross-functional teams, including domestic chefs.

## Key Responsibilities:

- Lead product concept development to post-launch review
- Analyze market and consumer insights for product development
- Collaborate with sales, PR, and VMD for product information sharing
- Conduct post-launch performance reviews and competitive analysis
- Manage product COGS and P/L for profitability optimization

- Coordinate with domestic chef team for project execution
- Develop seasonal and regular product innovations

**Qualifications:**

- Marketing experience in consumer goods, preferably food industry
- Experience in new product development
- Proven track record in marketing strategy execution
- Strong cross-functional communication skills
- Fluency in Japanese
- Experience with market and consumer insights analysis
- Ability to manage P/L and COGS for products
- Familiarity with project management tools (is preferred but not mandatory)

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会社説明