



PR/090127 | Trade Marketing

募集職種

人材紹介会社
ジェイエイシーリクルートメントコリア

求人ID
1609996

業種
レストラン・フードサービス

雇用形態
正社員

勤務地
韓国

給与
経験考慮の上、応相談

更新日
2026年09月01日 13:51

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
無し

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

On-Trade Marketing Specialist (Beverage / FMCG)

???? Seoul, South Korea

About the Company

A globally recognized premium beverage company with an extensive portfolio of world-class brands and a strong presence across international markets.

As the business continues to grow in Korea, they are seeking a highly motivated Trade Marketing Specialist to support commercial activation and customer engagement across key On-Trade channels.

About the Role

This position sits within the Commercial organization and works closely with Sales and Marketing teams to drive channel activation, customer engagement, and commercial excellence.

The successful candidate will be responsible for planning and executing trade marketing initiatives across key hospitality channels including bars, pubs, hotels, restaurants, and fine dining venues.

This role offers an excellent opportunity for professionals looking to further develop their career within Trade Marketing, Channel Marketing, or Commercial Planning.

Key Responsibilities

Channel Activation & Trade Marketing

- Develop and execute On-Trade activation plans across hospitality channels
- Support consumer engagement programs and promotional activities
- Execute brand visibility and point-of-purchase initiatives
- Manage POSM deployment and activation programs

Commercial Planning

- Support channel planning and annual activation calendars
- Identify opportunities to improve customer engagement and sales effectiveness
- Coordinate execution with internal stakeholders and external agencies

Performance Analysis

- Monitor promotion effectiveness and channel performance
- Analyze sales data and activation ROI
- Manage and optimize trade marketing investments

Cross-functional Collaboration

- Work closely with Sales, Marketing, and external partners
- Support execution of integrated commercial programs
- Ensure timely delivery of all activation initiatives

Key Requirements

- Beverage or Alcohol Industry (or FMCG / Food & Beverage / Hotel / Restaurant / Fine Dining related customer management / Tobacco Industry)
- Trade Marketing & Commercial Planning
- Customer and Channel Marketing
- Bachelor's degree or above
- Minimum 5 years of experience in: Trade Marketing, Channel Marketing, Commercial Planning and Sales
- Experience working with hospitality or On-Trade customers is highly preferred
- Strong analytical and presentation skills
- Excellent stakeholder management capability
- Business-level English communication skills

Why Join?

- Opportunity to join a leading global premium consumer brand company
- Dynamic international working environment
- Regional exposure and collaboration
- Strong cross-functional experience across Sales and Marketing
- Clear career development opportunities within Commercial functions

Contact:

Jason Lee - Associate Director, JAC Recruitment Korea

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会社説明