SPECIALIZED GROUP Understanding People

Senior Sales Strategy / 営業戦略 | 外資系FMCG

Drive commercial growth in Japan

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
1621994

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11月12日 10:23

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

Senior Sales Strategy Specialist | Trade Marketing

About the Company

Our client is a global leading FMCG company with a strong presence across international markets and a portfolio of well-established consumer brands. They are seeking a commercially driven professional to join their Sales Strategy team and support the development of growth-oriented initiatives across the Japanese market.

Position Overview

The Senior Sales Strategy Specialist will play a key role in driving commercial growth by identifying market opportunities, developing sales strategies, and supporting the execution of customer and channel plans. Working cross-functionally with Sales, Marketing, Supply Chain, and other internal stakeholders, this position will help translate market insights into actionable business initiatives that improve sales performance and profitability.

Key Responsibilities

- Develop and support commercial strategies to drive sustainable sales growth.
- Identify market opportunities and recommend initiatives to improve business performance.
- Build customer and channel strategies aligned with business objectives.
- Support annual business planning and sales forecasting activities.

Market & Commercial Analysis

- Analyze market trends, consumer behavior, and sales performance data.
- Generate insights and recommendations to support decision-making.
- Monitor competitive activity and identify opportunities for growth.
- Develop reports and presentations for internal stakeholders.

Customer & Channel Development

- Support the creation of customer-focused business plans.
- Collaborate with commercial teams to optimize channel performance.
- Develop recommendations to improve execution and customer engagement.
- Assist in the development of promotional and commercial initiatives.

Cross-Functional Collaboration

- Partner with Sales, Marketing, Supply Chain, and Finance teams to support business objectives.
- Manage and coordinate projects related to commercial performance and business growth.
- Ensure effective communication and alignment across key stakeholders.
- Support the successful implementation of strategic initiatives.

Requirements

- Bachelor's degree or equivalent professional experience.
- 5+ years of experience in FMCG, consumer goods, retail, or a related commercial environment.
- Experience in sales strategy, category management, commercial planning, or business development.
- Strong analytical skills with the ability to translate data into actionable recommendations.
- Experience working cross-functionally within a matrix organization.
- Advanced proficiency in Microsoft Excel and PowerPoint.
- Excellent communication and presentation skills.
- Business-level Japanese and professional English communication skills.

Preferred Qualifications

- Experience within a multinational FMCG company.
- Background in trade marketing, commercial excellence, business planning, or category management.
- Experience working with major retail customers and distribution partners.
- Familiarity with sales forecasting, pricing, promotional planning, or revenue growth management.
- Experience managing projects involving multiple stakeholders.

会社説明