

JP Tire_RE Trade Marketing Specialist

Your tasks

Trade Marketing Strategy & Planning

- Develop and execute trade marketing strategies aligned with company sales and marketing objectives.
- Plan annual trade marketing calendars, promotional roadmaps, and product launch support activities.
- Identify and drive key seasonal campaigns, retailer activation programs, and sales growth opportunities.
- Monitor market trends and proactively optimize plans to maximize business performance.

Retailer Engagement & Dealer Relationship Management

- Act as the primary marketing contact for dealers, distributors, and retail partners.
- Build strong partnerships and provide tailored marketing support to drive sell-in and sell-out performance.
- Collaborate with sales teams to align trade marketing initiatives with business objectives.
- Gather market insights and customer feedback to improve marketing effectiveness and customer satisfaction.

Promotional Campaigns & Dealer Programs

- Design, implement, and evaluate trade promotion campaigns to increase sales and brand visibility.
- Manage dealer incentive schemes, loyalty programs, and seasonal promotional activities.
- Develop customized marketing plans for key accounts and strategic partners.
- Coordinate co-branded campaigns and joint marketing initiatives with retailers and distributors.

POSM & Merchandising Management

- Plan, develop, and manage point-of-sale materials, merchandising tools, and promotional assets.
- Ensure all marketing materials comply with brand guidelines and effectively engage target consumers.
- Manage inventory, distribution, and lifecycle of POS materials and promotional merchandise.
- Maintain attractive and up-to-date retail displays to enhance brand presence at the point of purchase.

Event & Trade/Road Show Management

- Organize dealer conferences, customer events, incentive programs, and driving experiences.
- Manage event planning, logistics, vendor coordination, and on-site execution.



Job ID

REF61801L

Location

Tokyo

Leadership level

Leading Self

Job flexibility

Hybrid Job

Working time

Full Time

Legal Entity

Continental Tire Japan Co. Ltd.

- Represent the company at trade exhibitions, auto shows, and industry events.
- Coordinate booth design, product displays, and visitor engagement activities to maximize event impact.

Cross-Functional Collaboration

- Work closely with Sales, Product, PR, and Digital teams to ensure integrated go-to-market execution.
- Coordinate external agencies, suppliers, and retail partners to deliver marketing programs efficiently.
- Share market intelligence and business feedback to support continuous improvement and strategic decision-making.

Your profile

- Bachelor's degree in Marketing, Business Administration, or a related field.
- 3+ years of experience in Trade Marketing, Retail Marketing, Channel Marketing, or a related commercial function.
- Proven experience in developing and executing trade promotions, marketing campaigns, events, and retail activation programs.
- Resilient, adaptable, and able to perform effectively in a fast-paced environment while responding to diverse customer and business needs.
- Outgoing personality with excellent communication, relationship-building, and stakeholder management skills.
- Business-level English and native-level Japanese.

Our offer

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.