

## Job Description

Job Title ポジション名	Retail Marketing Assistant AMO's Style		
Job Holder 現担当者	N/N (未定)		
Function 本部	Triumph Brand	Department 所属部門	Channel Marketing
Direct Reporting lines : 上長名・ポジション	Retail Marketing Manager	Functional line 機能上の上司	
Location/Site 勤務地	Tokyo	Country 国	Japan
Number of direct reports 部下の数	0		
Type of Employment 雇用タイプ	100 % of FTE		
Created 作成日		Reviewed 修正日	
<b>PURPOSE OF THE JOB ポジションの存在理由</b>			
Develop, Drive and execute the best in class consumer experience across product service, navigation which in turns delivers commercial success for UPT, VPT, Conversion, Footfall and other financial criteria as agreed in common alignment with the commercial teams.			
<b>GENERAL DUTIES AND RESPONSIBILITIES 職務内容</b>			
<ul style="list-style-type: none"> <li>• Implement the in-store materials look &amp; feel execution in order to deliver Brand strategies</li> <li>• Improve Triumph brand perception and consumer shopping experience across all key touch points in store</li> <li>• Partner with the sales team to create in-store materials strategies for key accounts based upon actual assortment plans</li> <li>• Establish a collaborative leadership style which applies the corporate values of trust, integrity and honesty to influence target result driven ways of working within the VM Team</li> </ul>			
<b>KEY INTERFACES 重要な協働先</b>			
Internal key customers 社内		Area of Interface 協働分野・内容	
<ul style="list-style-type: none"> <li>● Brand Marketing</li> <li>● Media &amp; Consumer Marketing,</li> <li>● Creative Design,</li> <li>● Consumer &amp; Market Insight,</li> <li>● Sales Adv. Training group</li> </ul>		<ul style="list-style-type: none"> <li>Brand marketing and merchandising planning</li> <li>Brand communication planning</li> <li>Product VM planning</li> <li>Consumer &amp; Market research planning</li> <li>Consultation program planning</li> </ul>	
External key customers 社外		Area of Interface 協働分野・内容	
<ul style="list-style-type: none"> <li>● Production company</li> <li>● Design &amp; VM planning company</li> <li>● Printing company</li> </ul>		<ul style="list-style-type: none"> <li>Retail Marketing activities planning</li> <li>Promotion material design and VM planning</li> <li>Material printing</li> </ul>	

**Please submit this form with comments, signature and together with the job description to the HR Department !**

**KEY PERFORMANCE INDICATORS (KPI) 業務評価指標**

- 1) Annual Retail Marketing Plan Development & Implementation
- 2) Creative In-store Productions
- 3) Marketing Plans Development in accordance with Mid-Term Growth Strategy
- 4) Capability & Capacity Development

**Job Requirements 職務要件****PROFESSIONAL EXPERIENCE 専門分野での経験**

\* Minimum 5 years marketing experience in multinational consumer goods companies, Retail or fashion business experience in in-store communication areas, preferred in Japanese market or culture.

\* Extensive marketing know-how, covering various sales channels including \* Wholesale, Retail.

**EDUCATION REQUIREMENTS 教育面での要件**

University Degree

**OTHER REQUIREMENTS その他要件**

Language skill: Japanese, English (Business)

IT proficiency: Microsoft office, Adobe creative suites, especially Illustration and Photoshop

Technical skill:

Mobility:

**PERSONAL QUALITIES 人物要件****NOTE**

**This Job Description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the on-going needs of the organization.**

本JDがポジション要件のすべてではない。社員は、その他関連する職務を、組織のニーズに応じて実行することがある。

APPROVED BY

*Title*

SIGNED BY

*Date*