



## マーケティングマネージャー

グローバルな環境でのフレキシブルな勤務体制

### Job Information

**Recruiter**

[Cornerstone Recruitment Japan K.K.](#)

**Hiring Company**

A global tech company focusing on improving the passenger experi

**Job ID**

1469866

**Industry**

Digital Marketing

**Company Type**

Small/Medium Company (300 employees or less) - International Company

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

7 million yen ~ 12 million yen

**Refreshed**

November 15th, 2024 05:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

- Develop and implement marketing strategies and campaigns to promote brand awareness for our flagship technology, Passenger Assistance.
- Localise global marketing content across all channels, both online and offline, including the website and other marketing collateral.
- Drive digital marketing strategies to expand our online presence and reach. This includes a strong emphasis on social media platforms, where you will manage content in the local language.

- Lead event management activities, ensuring that events are executed smoothly and effectively promote our technology and brand.
  - Engage in B2B demand generation activities, showcasing a proven ability to amplify demand in the local market for our technology products.
  - Collaborate closely with the commercial team to understand their requirements and develop targeted marketing initiatives, collateral, campaigns, and materials to support their B2B sales efforts.
  - Working with an external agency, lead public relations efforts to promote our brand and offerings.
  - Build and sustain robust relationships with vital stakeholders, encompassing corporate clients, industry leaders, and strategic partners, to amplify our brand reputation and foster business growth.
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## Required Skills

- Excellent communication skills with proficiency Japanese and English
  - Experience in a marketing role, with a track record of successful product or service launches.
  - 3+ experience in managing and producing content for social media platforms.
  - Understanding of the Japanese market, culture, and consumer behavior.
  - Self-motivated, proactive, and able to work under minimal supervision.
  - Project management experience, organizational skills and managing deadlines.
  - Team player attitude
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## Company Description