



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

July 26th, 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