



【Head of Marketing, B2C Fintech】

**Innovative, Alternate Investment**

#### Job Information

##### Recruiter

SPOTTED K.K.

##### Job ID

1470804

##### Industry

Internet, Web Services

##### Company Type

Small/Medium Company (300 employees or less)

##### Job Type

Permanent Full-time

##### Location

Tokyo - 23 Wards

##### Salary

12 million yen ~ 20 million yen

##### Refreshed

February 19th, 2025 04:00

#### General Requirements

##### Minimum Experience Level

Over 6 years

##### Career Level

Executive

##### Minimum English Level

Business Level

##### Minimum Japanese Level

Native

##### Minimum Education Level

Bachelor's Degree

##### Visa Status

Permission to work in Japan required

#### Job Description

One of Japan's largest real estate management platform companies is looking for a **Head of Marketing** for their fintech platform!

With the platform's already well establish landowner connections, this company has been able to provide opportunities for the landowners to use their passive income to purchase different types of investments and assets.

The already purchased assets are then fragmented and sold to every day consumers via the fintech platform.

### **Responsibilities**

- Build and lead the marketing department of the fintech business
  - Create offline and online marketing strategies to attract more users to use financial service
  - Attract more real estate investors and owners who are already on the platform to participate on other asset investments (art, group property, portfolios)
  - Oversee marketing expenses and resources including relationships with external vendors and advertising and media firms
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### **Required Skills**

#### **Qualifications**

- 8+ years' in digital and offline marketing
- Leadership experience
- Industry background in B2C business is required
- Industry background in fintech, B2C finance, or real estate is a plus
- Fluent in Japanese, Business English

If you're a B2C marketer interested in working with a one of a kind financial service, please consider applying!

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### **Company Description**