



## Marketing Associate at IT-company

### Job Information

**Temp Agency**

Randstad K.K., Professionals

**Hiring Company**

IT/App company

**Job ID**

1472591

**Industry**

Digital Marketing

**Company Type**

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

**Non-Japanese Ratio**

Majority Japanese

**Job Type**

Contract

**Location**

Tokyo - 23 Wards

**Salary**

4 million yen ~ 5 million yen

**Refreshed**

June 19th, 2024 01:00

### General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Daily Conversation

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

Contract (keiyaku-shain): 1 year

Salary: negotiable

Company: IT-company

Location: Tokyo-station

#### Primary Responsibilities & Duties:

- Strategize and implement events, webinars, and digital engagements in alignment with the enterprise purchasing journey.
- Execute diverse marketing activities, encompassing online media planning, overseeing sponsored events and trade shows, and coordinating with vendors.
- Demonstrate adaptability in utilizing marketing software tools and uphold precision in project management.
- Supervise both online and offline marketing strategies and their execution within the regional marketing scope.
- Foster close collaboration with cross-functional teams, including sales, APAC marketing, and external marketing agencies.
- Take full ownership of the end-to-end event preparation and execution process.
- Perform marketing tasks such as campaign setup using Salesforce and Marketo, and manage event-related responsibilities like creating landing pages, sending invitations/thank you emails, and uploading leads to Salesforce.
- Administer order and payment operations, encompassing PR/PO/Invoice processing in Coupa.
- Ensure the accuracy and current status of budget sheets, managing budgets in both Japanese Yen and US Dollars.
- Review translations for e-books, blogs, and websites.
- Provide regular updates to the Regional Marketing team based in Japan.

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#### Required Skills

#### Preferred Qualifications & Expertise:

- At least 5 years of experience in IT industries or Marketing agencies (regional marketing exposure is a plus).
- Proficiency in Japanese (native-level) and advanced proficiency in English.
- Hands-on expertise with Excel, Salesforce (CRM), Marketo (Campaign Management tool), Coupa, and Google Analytics is advantageous.
- Demonstrated curiosity and a fervor for continuous learning.
- Strong project management and organizational skills, with the capability to effectively oversee multiple initiatives concurrently.
- Exceptional interpersonal skills, a collaborative mindset, and the ability to coordinate seamlessly across multiple departments in different time zones.
- Previous experience in planning, budgeting, and executing events.

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#### Company Description