



## マーケティング責任者/Head of Marketing

年収1800万まで | ハイブリッド勤務 | マーケティング組織をリード

### Job Information

**Recruiter**

Advisory Group K.K.

**Job ID**

1480339

**Industry**

Other

**Company Type**

Small/Medium Company (300 employees or less)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

9 million yen ~ 18 million yen

**Refreshed**

June 30th, 2025 02:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**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

#### 自由 × 戦略 × グローバル連携

少数精鋭のチームを率いながら、企業の日本市場成長を担うマーケティングリーダーを募集。企画から実行まで裁量があり、グローバル本社や営業チームとの連携も多く、ダイナミックに活躍できる環境です。

#### 主な業務内容

- 企業戦略に基づいたマーケティングアクションプランの立案と実行
- 市場・競合・消費者動向の分析と戦略調整

- ・ 営業・技術チームとの連携による販促ツールやコンテンツ提供
- ・ 本社と協働でのマーケティング資料の作成・品質管理
- ・ ローカルマーケティングチームのマネジメント
- ・ 日本国内の最新マーケティングトレンドの把握
- ・ 予算管理と年間プランニング

#### このポジションの魅力

- ・ 日本マーケットの成長を牽引する戦略的ポジション
- ・ 自由度が高く、上流から実行まで携われる裁量
- ・ ハイブリッド勤務（週2日リモート）で働きやすさも確保
- ・ グローバルHQとの連携で英語力を活かせる環境
- ・ 年収最大1800万円＋インセンティブの可能性あり

あなたのマーケティング力で、成長企業を次のステージへ。今すぐご応募ください。

#### \*\*Head of Marketing Opportunity\*\*

**Location:** Tokyo, Japan (Hybrid, ~2 days WFH)

**Salary:** Up to 18 million JPY annually

#### What's In It For You:

- ・ **Flexibility:** Enjoy a hybrid work model with ~2 days a week working from home.
- ・ **Competitive Pay:** Earn up to 18 million JPY annually plus benefits.
- ・ **Creative Freedom:** Bring your ideas to the table, at a company that values innovation and are looking for someone who can proactively develop and implement marketing initiatives without being micromanaged.
- ・ **Growth Opportunity:** Be a key player in a growing business. This is your chance to shape the marketing function and drive the company's success in Japan
- ・ **Collaborative Environment:** Work closely with our Japan Country Head and a passionate team in a dynamic, startup-like atmosphere. Communication with global (In English)

#### What You'll Do:

- ・ **Develop and Implement:** Create and monitor a localized marketing action plan based on corporate strategic directions and business objectives.
- ・ **Analyze and Adapt:** Conduct continuous analysis of the competitive environment and consumer trends, using insights to refine the marketing strategy.
- ・ **Collaborate and Support:** Work closely with the Sales and Technical teams to help them achieve their commercial goals by providing appropriate tools and marketing content.
- ・ **Create and Ensure Quality:** Participate in the development of marketing materials with headquarters, ensuring they comply with corporate standards.
- ・ **Oversee and Manage:** Supervise all marketing activities, establish priorities, manage work organization, and oversee the local marketing team.
- ・ **Stay Current:** Keep up to date of the latest marketing trends and best practices in Japan.
- ・ **Plan and Budget:** Plan and manage the marketing action plan and budget.

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#### Required Skills

##### 応募要件

- ・ マーケティング経験6年以上（特に少人数チームのマネジメント経験）
- ・ B2B領域での戦略設計と実行力を備えた方
- ・ 日本語：ネイティブレベル、英語：ビジネスレベル以上
- ・ 自ら動き、ゼロから形にできるプロアクティブな姿勢

- 柔軟な働き方・スピード感ある環境への適応力

**About You:**

- **Experienced Manager:** You've held a senior marketing role, ideally in a startup or small business. You know the challenges and rewards of building from the ground up and have extensive experience managing a small team
- **Proactive:** You don't wait for instructions. You see what needs to be done and you do it. Creativity and initiative are your strengths.
- **Marketing Strategist:** You've successfully crafted and implemented marketing strategies, making lesser-known brands attractive to top talent and customers.
- **Bilingual:** Fluency in Japanese and business-level English is a must.
- **Knowledgeable:** You're up-to-date with the latest marketing trends and best practices, especially in Japan.

**Note:** While industry-specific experience is not a requirement, a solid background in B2B marketing is essential. The Marketing Director will play a pivotal role in shaping the company's marketing strategies and ensuring a productive and engaging work environment for the Marketing team.

Ready to make an impact with your marketing expertise? Apply today—we're excited to hear from you!

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**Company Description**