

# GLOBIS

## 《Tokyo》 Marketing Engineer and CRM System Administrator

### Job Information

**Hiring Company**

GLOBIS CORPORATION

**Job ID**

1480548

**Industry**

Education

**Company Type**

Large Company (more than 300 employees)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Chiyoda-ku

**Salary**

6 million yen ~ 10 million yen

**Work Hours**

フレックスタイム制（コアタイム なし） 休憩時間 1時間

**Holidays**

日曜日（法定休日）、国民の祝日（祝日が日曜日と重複する場合は翌日曜日）、土曜日、その他会社が指定する日（現時点ではありません）

**Refreshed**

June 27th, 2024 00:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Fluent

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

High-School or Below

**Visa Status**

Permission to work in Japan required

### Job Description

GLOBIS University is seeking a highly motivated individual with advanced technical skills for the combined role of Marketing Engineer and CRM System Administrator to support the growth of our English MBA program. The successful candidate will manage our customer relationship management systems and apply IT engineering skills to enhance marketing efforts. This position requires a keen ability to integrate technical strategies with business objectives to optimize both system performance and market reach.

### Services Offered by this department

Since its establishment, GLOBIS University (<https://www.globis.ac.jp/>) has launched innovative initiatives to cultivate leaders eager to drive change within themselves, their organizations, and society. We have crafted a unique MBA curriculum informed by insights from our corporate training and venture capital operations. Our faculty, active business leaders themselves, create dynamic learning environments where students develop problem-solving skills and the ability to achieve tangible business results.

We place great importance on deeply considering "what we really want to achieve" while learning management systematically and building vital networks for executing plans. GLOBIS University has grown to become Japan's No.1 business school, and our efforts have supported over 11,000 students and graduates in forging successful careers. GLOBIS University is rapidly expanding its English MBA programs worldwide, aiming to become the leading business school in the Technovate era, with campuses in Tokyo, Singapore, Bangkok, Manila, Brussels, and San Francisco.

### Responsibilities

As a member of a cross-functional and cross-divisional project team, you will play a crucial role in managing our IT systems that support our entire global ecosystem of services. As a truly global business school with campuses in the US, Europe, and Southeast Asia, we offer a range of exciting services beyond our top-notch MBA program, including subscription-based e-learning and corporate training.

In this role, you will work with the marketing division to enhance our marketing efforts through customer journey tracking, including tools such as Google Tag Manager, Meta Pixel, and Pardot. You will improve our customer acquisition funnel by enhancing the backend of our websites and their connection to our Salesforce CRM system. By collaborating with various business units, you will lead the administration, maintenance, and optimization of our Salesforce CRM system, directly contributing to the growth of our global sales and marketing efforts, enhancing classroom operations, and ultimately delivering exceptional customer satisfaction to our students and faculty members. This is an exciting and challenging role that requires a unique blend of hard and soft skills, algorithmic and strategic thinking, and the drive to manage IT from a strategic business perspective. It is suitable for engineers who aspire to go beyond engineering and make a real impact on the success of a business.

Your responsibilities will include:

- New Development : Propose new ideas to optimize and improve systems. Understand the business problems faced by staff members and design and implement solutions.
- Maintenance : Handle administrative functions including user account maintenance, data cleanup, Apex code debugging, troubleshooting, and other routine tasks as needed.
- Vendor Management : Communicate requirements to vendors, review their proposals, assess risks, conduct tests, and manage the development schedule.
- Training & Knowledge Sharing : Train new users and help the team/division to increase their IT skills and overall adoption.
- Liaison Work : Serve as the technical liaison between our division and other GLOBIS teams/divisions, as well as our third-party Salesforce development consultants.
- Documentation : Write documentation/SOPs and implement best practice guidelines for others to follow.

### Department/Team

The employee in this position will be seconded to the Graduate School of Management, GLOBIS University.  
1 team leader, two members

### Career Trajectory

After you have a good understanding of our CRM and IT systems, and sales and class operations, you will be required to work closely with team leaders and senior employees to formulate and execute strategies necessary for business growth. This will be an ideal career path for those who want to effectively utilize their engineering skills in a multinational environment, and to improve their strategic thinking and business skills.

### Typical Workday

-We have flexible working hours. The regular working hours are from 10:00 to 18:30, including a one-hour lunch break, and currently, employees come to the office twice a week and work remotely for the rest.

Occasionally, employees may be required to work on weekends (one to two Saturdays per month) or at night (one to two times per month) to support academic events or troubleshoot urgent system issues. However, you can compensate for these irregular hours by taking substitute holidays or using the flextime system to flexibly manage your work styles. The focus is on achieving results rather than working long hours, and we promote a productivity-oriented work style.

10:30-11:30 Check and respond to Slack messages and emails

12:00-13:00 Lunch

13:00-14:00 Internal meetings

14:00-16:00 System development

16:00-18:00 Meeting with external vendors

---

### Required Skills

#### Educational Background :

- High School Graduate
- Technical College Graduate
- Specialized Training College Graduate
- Junior College Graduate
- University Graduate

· Graduate school graduate

### Required

- Over 5 years experience as a software engineer or a system engineer
  - Programming skills (You will deal with HTML / Javascript (jQuery), Java, SQL, Php)
  - Analytical and problem-solving abilities to resolve complex technical and business issues
  - Great communication and leadership skills as you will have to manage diverse requirements from various stakeholders
  - Self-motivation. You must be self-motivated, driven to see results, and be intrigued by the use of data to inform decisions.
  - Have a strong interest in GLOBIS business and GLOBIS WAY
  - English ability: intermediate or higher (TOEIC 800 points or more)
  - Japanese proficiency: JLPT N2 or equivalent
- \*The following tests will be accepted as a substitute for the Japanese Language Proficiency Test (JLPT)  
<https://globis.box.com/v/japanesetest>

### Preferred

- Experienced full software development cycles (from requirement definition to testing) in developing software solutions
- Experience in marketing tools such as Google Tag Manager, Wordpress, Pardot and Ad platforms.
- Experience in Salesforce administration and development. Salesforce certifications are a plus.
- Experience in working on mid-large scale IT projects (more than 30 man-months)
- MBA or Masters degree

### Requirements for the Technology

Technology staff play a crucial role in the company by demonstrating expertise in cutting-edge digital technologies and executing assigned tasks. In the course of your career development, you have the option to enhance your technical expertise or choose a path in management while still being rooted in technology.

\*For technology professionals, obtaining a master's degree and joining the Faculty Group, as well as participating as a lecturer, are optional.

For more details, please visit: <https://recruiting.globis.co.jp/environment/growthsupport/>

**雇用形態** : Full time employee/Permanent

Probation : 3 months

With the aim of adapting to the nature of the work, the organization, and building relationships with colleagues, daily office attendance is the standard during the onboarding period (the first three months of employment).

### Salary Notes

- Annual salary revision in July
- Profit-sharing (per company rules and regulations)
- The annual salary is inclusive of premium wages for 45 hours of overtime work and for 10 hours of nighttime work.

### Workplace

(Initial Assignment) Tokyo

(Scope of Variation) Headquarters and all domestic and international offices designated by the company (including locations for remote work implementation), and in the event of future secondments, all offices designated by the secondment destination

\*The assignment of work locations and placements is determined based on considerations such as career and skill development, individual circumstances, and optimal distribution aligned with the company's business expansion.

**勤務時間** : Flexible Working Hours (Core time: N/A) 1 hour break

Approx. Overtime Work : Avg. 5-20hours per month

### Holidays

- 20 paid holidays per year. The paid holidays in the first year will be calculated on a pro-rata basis from the start date.
- Annual holidays: New Year's period (ex. Dec 29-Jan 4), marriage leave, condolence leave, natural disaster leave, maternity leave, sabbatical (after 5 and 10 consecutive years with the company)
- For system troubleshooting, there may be occasional night shifts (1-2 times per month) and weekend shifts (approximately 1-2 Saturdays per month) required.

### 手当/福利厚生

- Commutation expenses covered
- Retirement age: 60
- Continued Employment System Available (Up to 65 years old)
- Stock-holding system
- Health insurance, employment insurance, workers accident compensation insurance, pension
- No smoking indoors in principle

### Remote Work

GLOBIS actively embraces new ways of working as a 21st-century leader. Leveraging cutting-edge technology, we proactively incorporate online and remote work while placing a strong emphasis on creating real "spaces" that foster positive communities, company culture, and relationships.

We generally recommend coming to the office three days or more a week, but policies may vary based on the characteristics of each department and team. Please note that the above is subject to change based on the societal landscape.

**Company-wide Retreat (Residential Training)**

The initiative involves discussions in an environment removed from daily business operations, focusing on:

- Understanding the GLOBIS Way
- Management retreat (making company-wide goals personal)
- Cross-departmental communication and team building

\*This is conducted annually over a period of one night and two days.

\*Additionally, there is a "Department Retreat" conducted within individual departments with similar objectives.

**Interview Process**

CV Submission/Screening → 1st interview with HR → 2nd interview with Director of Department → Final interview with Director of Department

\*Depending on the selection process, there may be an additional interview with the HR Director following the department director's interview.

\*Applicants are required to submit an essay in English (Theme: What do you want to accomplish at GLOBIS?) by the day before the second interview.

\*Candidates who do not meet the Japanese-Language Proficiency Test requirements may be required to take an online test arranged by GLOBIS during the screening process.

<https://globis.box.com/v/japanesetest>

\*For non-Japanese nationality holders, please tell us the status of your residence such as Engineer/Specialist in Humanities/International Services (ESI) and its expiry date.

**Headcount** : 1 person

---

Company Description