



Japan Field Marketing Specialist

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Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

非公開

Job ID

1481346

Industry

Software

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 9 million yen

Work Hours

09:30 ~ 18:00

Holidays

【有給休暇】初年度 15日 1か月目から 【休日】完全週休二日制 年末年始 有給休暇は、入社日より有給休暇は按分付与 祝日、...

Refreshed

July 4th, 2024 18:00

General Requirements

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

【求人No NJB2225650】

フィールドマーケティング担当として、マーケティング活動のプランニングから実行をお任せします。具体的にはグローバルのビジネス方針として出している成長マーケット、Newテクノロジー領域でのビジネス推進に則り、グローバル規模の大手クライアントをターゲットにしたマーケティング施策を実行します。以下にはマーケティング組織全体におけるジョブミッション、仕事内容を記載しています。

■SUMMARY

The Japan Senior Field Marketing Specialist will develop manage marketing plans and programs by works closely with key program stakeholders including APAC /Japan Automotive and Strategic Sales and regional technical/support engineering teams. The primary objective of the role is Industry focused demand generation and Industry Vertical marketing programs through successful digital and physical campaign/activity execution and understanding of key industry trends strategic market opportunities and sales priorities.

■RESPONSIBILITIES

Develop marketing strategy and execute Automotive industry vertical marketing programs in Japan
 such as conferences webinars tradeshows etc to grow sales pipeline
 Manage self hosted event logistics such as event invitations to speakers and attendees vendor contract and event negotiation
 event promotions with appropriate media On the day event operation support and post event metrics and reporting on SFDC
 Operationalize lead capture and sales follow up from events and other inbound leads
 Produce targeted account exclusive webinars and onsite events by driving customer email newsletter
 Work with sales and technical teams to identify prioritize accounts and execute Automotive Industry Vertical marketing activities for business growth.
 Develop marketing programs and supporting materials and use the web to effectively drive promotion and share best practices with the NA APAC and EMEA
 Use digital to drive value proposition for accounts thus helping build awareness perception interest and loyalty
 Plan and manage program budget measures ROI of marketing tactics through metrics analysis and reporting
 Deployment of activities such as account specifics seminars webinars developing landing pages to maximize success metrics

Required Skills

【Minimum Education/Certification Requirements and Experience】 5 · years of experience in B2B marketing of software Hi tech products or B2B offerings. Proven ability to work in a cross functional team including sales and Pre sales engineering teams Interested in technology trends and Ansys offering to develop opportunities Strong customer focus business acumen is essential. Creative in problem solving flexible to manage the changes internal/external situation Excellent communication leadership problem solving and negotiations skills. Strong project and vendor management skills with demonstrated ability to deliver on time and on budget Solid written verbal interpersonal and presentation communication skills Business level written and verbal in English (TOEIC 850 or above preferable) 【Preferred Qualifications and Skills】 Automotive industry experience CRM and Marketing Automation systems to successfully run campaigns Analytical skill to understand marketing and sales data and business data. Digital marketing experience such as social media marketing SEO webpage development digital content development Engineering background in control system/ mechanical / electronics / computer science / industrial engineering is an advantage

Company Description

ご紹介時にご案内いたします