



スイス外資音響メーカー【Marketing Manager】日本マーケット拡大に向けてマーケティング強化/英語必須

2021年事業譲渡により新設企業。音響機器の世界的リーディングカンパニー

## Job Information

### Hiring Company

Sonova Consumer Hearing Japan

### Job ID

1482416

### Division

Marketing

### Industry

Other (Manufacturing)

### Company Type

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

### Non-Japanese Ratio

(Almost) All Japanese

### Job Type

Permanent Full-time

### Location

Tokyo - 23 Wards, Minato-ku

### Train Description

Hanzomon Line, Aoyama Itchome Station

### Salary

7 million yen ~ 9 million yen

### Work Hours

スーパーフレックス制導入 7:00-22:00

### Holidays

週休2日制（土日）祝日、夏季休暇 など

### Refreshed

July 31st, 2024 13:00

## General Requirements

### Minimum Experience Level

Over 10 years

### Career Level

Mid Career

### Minimum English Level

Business Level (Amount Used: English usage about 25%)

### Minimum Japanese Level

Native

### Minimum Education Level

Bachelor's Degree

### Visa Status

Permission to work in Japan required

## Job Description

### Marketing Manager

日本のマーケティング部門をマネージャーとして、けん引していただきます。

※ゼンハイザー社が事業の1つであったコンシューマー事業をソノヴァ社に譲渡した事により、新会社としてSonova Consumer Hearingが設立されました。

#### ≪本ポジションの魅力≫

- 日本市場におけるグローバルマーケティング戦略をローカライズし、けん引する。
- イヤホン・ヘッドホンとして根強い人気の「MOMENTUMシリーズ」「CXシリーズ」のマーケティングに携われる。
- グローバルメンバーとの業務連携も多いポジションのため、語学力をフルに活用することができる！

Leads the development of integrated marketing plan through product launches, promotions, events, campaigns (offline and online), affiliate partnerships to create consumer demand and drive conversion.

Localize and drive the execution of the global marketing strategy for Japanese market, covering brand/retail/shopper/digital marketing/PR & influencers/CRM etc. to meet commercial and business objectives.

### Job Description

- Develop annual marketing plan, based on business development and commercial priorities of Japan
- Build and develop an internal capability across the marketing lifecycle and ecosystem, including public relations, media and events, social media and influencer, customer insights and analytics, brand marketing, sponsorships and alliances, digital marketing, and E-commerce
- Leads the use of integrated channels within the traditional and digital platforms to target customers and increase brand and product awareness
- Develop digital advertising and marketing plan against aligned country marketing directives to meet investment and commercial priorities
- Supervise and manage all marketing and related sales and marketing processes and budgets to ensure optimal performance and aligned use of marketing funds, including governance and enforcement of standards and policies
- Develops user demand generation programmes - where possible in partnership with trade partners to strengthen and build brand engagement
- Positioning Sennheiser's brand, evolving its proposition across target audiences, and delivering customer acquisition and retention in key segments Additional Job Responsibilities• Provide true commercial business partnership to enable future growth and highlight new strategic opportunities for the business
- Manage channel partners and align with sales teams on local go-to-market activities on an ongoing basis to gain optimal impact and aligned use of funds to achieve sales objectives
- Leverages analytics to identify suitable channels for targeted customers, evaluate marketing activities and the return on investment (ROI)
- Fosters relationships with key strategic partners and achieves marketing objectives within designated budget
- Partnering cross functionally across the organization to identify the right set of objectives and key results, and ensuring the business remains focused on achieving them

#### ≪In Addition≫

**Employment Type:** Regular full time

Probation Period: 3 - 6 months

#### Work location:

Nearest Stations: Aoyama-itcho Station (Tokyo Metro Hanzomon Line/ Ginza Line/ Oedo Line.)

#### Salary Payment:

JPY 7.0M-JPY 9.0M

Experience and ability will be taken into consideration.

There will be a trial period of 3 months (there will be no difference in salary or treatment during this period).

Salary Raise: Once a year

#### Work Hours

Super-flex time system 7:00 - 22:00 (if work over 6 H/day, 1 hour break)

e.g. 20 business days 8H x 20 days=160H

#### Holidays

- 126 days off per year(2024)
- Full weekends off (Saturday and Sunday)
- National holidays
- Paid vacations
- Leave before and after childbirth
- Childcare leave
- 3days Summer holidays

## Required Skills

### Required

- 6+ years in commercial and integrated marketing

- 5+ years work experience in Japanese market

---

## Company Description