



【800～1000万円】 Strategic Marketing Manager (After Sales Business)

外資重電メーカーでの募集です。事業企画・事業開発のご経験のある方は歓迎です。

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

外資重電メーカー

Job ID

1488119

Industry

Hardware

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 10 million yen

Work Hours

09:00 ~ 17:30

Holidays

【有給休暇】有給休暇は入社後4ヶ月目から付与されます 4ヶ月目から10日付与 【休日】完全週休二日制 土 日 祝日 GW 年末...

Refreshed

November 22nd, 2024 00:00

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 NJB2240000】

We are looking for an experienced Strategic Marketing Manager (Commercial Excellence) to expand new service business and the development/execution of marketing strategy in Services Division in Japan.

The Strategic Marketing Manager (Commercial Excellence) mainly focus on Developing new services business including Digital Services to Japan market adapting the value proposition as needed and monitoring the success of the offers and the

marketing plan. He/she also takes the lead in building and executing Go to Market and installed base data marketing strategies.

Job details

Lead the new service business development.

Define the Go to Market / target account / channel and partnering strategies.

Leverage installed base data intelligence and generate business through sales campaigns.

Accountable for Sales Operation performance.

Market research including competitive analysis and identify strengths and weaknesses.

Implement marketing excellence program (Digitization/Annual marketing report/ business intelligence etc.) .

Working closely with Services sales team and other Business Divisions.

Required Skills

【必須】

以下いずれかの経験を持ち、戦略的に物事を進めてこられた方

- ・新規ビジネス事業開発のご経験
- ・ビジネス拡大におけるマーケティング活動や協業パートナー開拓のご経験
- ・アップセルやクロスセルを主体的に取り組まれたご経験

【歓迎】

- ・FA、重電、IoTなど関連業界や設備における知見や経験

Company Description

ご紹介時にご案内いたします