



マーケティングマネージャー | 統合マーケティングキャンペーンを主導し、アカウントベースマーケティング (ABM) 戦略を実行

★外資転職：産業用ソフトウェアのグローバルリーダー／イギリス本社の外資系企業

## Job Information

### Hiring Company

AVEVA K.K

### Subsidiary

AVEVA Japan

### Job ID

1493239

### Division

Global Marketing

### Industry

Software

### Company Type

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

### Non-Japanese Ratio

Majority Japanese

### Job Type

Permanent Full-time

### Location

Tokyo - 23 Wards, Minato-ku

### Train Description

Yamanote Line, Tamachi Station

### Salary

9 million yen ~ 11 million yen

### Salary Bonuses

Bonuses paid on top of indicated salary.

### Refreshed

October 4th, 2024 10:00

## General Requirements

### Minimum Experience Level

Over 10 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

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## Job Description

**Job Title:** Marketing Manager, Japan

**Reports to:** Director, NEA Marketing (based in Japan)

**Region & Area:** Japan

**Employment type:** Full time, regular (Hybrid work arrangements)

**Benefits:** Flex working hour system with core hours, starting from total 22 days annual leaves, summer leaves, parental leave, additional leaves, Relo Club employee benefits, well-being support, life insurance, pension, company's gift, education support.

### The Job

The Marketing Manager is responsible for enhancing the customer experience through the implementation of integrated online and offline programs. This role focuses on driving cross-sell and upsell opportunities, customer retention and increasing our strategic relationships with customers by building C-level executive engagements and support your local area with digital campaigns and events. The successful candidate will lead integrated marketing campaigns, execute personalized C-suite Account-Based Marketing (ABM) initiatives in the local market, manage customer communications, and foster a customer user community to facilitate knowledge-sharing.

### Key Accountabilities

- Develop the customer engagement strategy for the local market and develop close understanding and relationships with our customers
- Work with global performance and content team to develop and execute integrated and targeted upsell and cross sell campaigns for existing customers to influence pipeline, increase customer lifetime value, and reincluding optimizing campaign performance
- Organise and promote events in your local area in accordance with the local marketing plan and priorities
- Collaborate with sales to execute personalized ABM campaigns targeting C-level executives in strategic accounts in the market, including success measurement and adjusting strategies for optimal engagement and results
- Create and manage programs to encourage customer referrals and recommendations, including tracking and reporting on the effectiveness of referral initiatives
- Oversee strategic customer communications to enhance customer engagement and satisfaction, keeping them aware of the latest technology advancements and benefits, whilst ensuring consistent messaging and branding across all communication channels
- Establish and nurture a customer user community for knowledge-sharing and collaboration, using both online and offline channels, and including monitoring and enhance community engagement
- Designing thought leadership and customer programs for the local market
- Forge a synergetic approach with corresponding market level peers for awareness, demand new logos and engagement for strategy and seamless execution

### Important working relationships

- Sales leadership in the local market
- Portfolio and industry marketing
- Brand marketing and communications
- Performance and content marketing
- Enterprise and regional marketing

**AVEVA** is a global leader in industrial software. Our cutting-edge solutions are used by thousands of enterprises to deliver the essentials of life – such as energy, infrastructure, chemicals and minerals – safely, efficiently and more sustainably.

We're the first software business in the world to have our sustainability targets validated by the SBTi, and we've been recognized for the transparency and ambition of our commitment to diversity, equity, and inclusion. We've also recently been named as one of the world's most innovative companies.

If you're a curious and collaborative person who wants to make a big impact through technology, then we want to hear from you!

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## Required Skills

### Essential requirements

- 5+ years of marketing experience with a focus on customer engagement
- Proven ABM and referral program execution skills
- Strong project management and analytical abilities
- Excellent communication and C-level influencing skills
- Experience in building online customer communities is desirable
- Proven record of putting customer experience at the forefront of campaign and program planning
- Successful record of enabling and partnering with sales to achieve revenue goals
- Leadership and initiative to drive business objectives
- Exceptional planning, project, and management skills
- Ability to understand the impact of decisions on other areas of the business
- Ability to gain acceptance from management for plans and budgets
- Driven by staying current and experimenting with marketing and marketing technology
- Readily adaptable to changing market and organizational requirements
- Deep understanding of what signals are important to a customer experience and buying process
- Deep understanding of the B2B sales cycle and how to identify opportunities to maximize revenue growth

**Desired skills**

- Strong listening, information gathering, cultural awareness, and empathy skills for uncovering and defining deliverables, needs, and outcomes
- Excellent communicator with proven ability to clearly convey complex ideas and data
- Highly collaborative team player who thrives in a fast-paced matrix organization and can motivate others

AVEVA requires all successful applicants to undergo and pass a comprehensive background check before they start employment. Background checks will be conducted in accordance with local laws and may, subject to those laws, include proof of educational attainment, employment history verification, proof of work authorization, criminal records, identity verification, credit check. Certain positions dealing with sensitive and/or third party personal data may involve additional background check criteria.

AVEVA is an Equal Opportunity Employer. We are committed to being an exemplary employer with an inclusive culture, developing a workplace environment where all our employees are treated with dignity and respect. We value diversity and the expertise that people from different backgrounds bring to our business.

Come and join AVEVA to create the transformative technology that enables our customers to engineer a better world.

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**Company Description**