



Senior Marketing Specialist | デマンドジェネレーション

★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

1493240

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

Salary

6 million yen ~ 9 million yen

Refreshed

October 18th, 2024 10:00

General Requirements

Minimum Experience Level

Over 3 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

Job Description

Reports to: Director, NEA Marketing**Region & Area:** Asia Pacific, NEA- 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.

Job Purpose

Responsible for executing the organization's communication strategy at the market-level to optimise awareness and growth. This person supports the market as the communication advisor and strategist working directly with the APAC PR, Global analyst relations, social, and corporate brand strategy functions on increasing AVEVA's profile and impact in the Japan market. In terms of new logos, you will play a crucial role in AVEVA's Regional Marketing team, orchestrating, supporting, and optimizing new logo acquisition campaigns across the market through direct sales and partner channels. You will be focused on executing integrated marketing campaigns aligned with strategic growth priorities, ensuring effective segmentation, and targeting to attract new customers.

Principal Accountabilities

Awareness:

- Develop and execute local market communications strategy in coordination with the global brand and communications strategy
- Oversee communications measurement for the local market, including share of voice against the competition and total reach
- Support localization and execution of local public relations, analyst relations for the market
- Work with social operations to develop local social media strategy and ensure governance.
- Coordinate with brand marketing to execute local brand advertising programs
- Localize and promote content created from the global team and at the same time building more local used cases and success stories for regional and global usage.

Growth / new logos:

- Localize and implement new logo acquisition programs across the market in collaboration with the global demand execution team, aligned to the market priorities and new business growth targets
- Lead the execution process of integrated marketing campaigns, from localization to building out our prospect database, targeting, content syndication, association and industry partnerships, email campaign execution, paid and organic digital activation and local webinars.
- Ensure campaign implementation adheres to organizational guidelines and best practices.
- Work closely with our partner marketing team and Japan channel partners to help us grow in new accounts, new industries and own the activation of campaign execution for partners in the Japan market outside of MDF funding.
- Work closely with lead development representatives to drive top of the funnel pipeline contribution for the Japan region.
- Compile regular reports on web and campaign performance and work to optimize effectiveness to improve return on investments.

Important Working Relationships

- Regional and market-level sales teams
- Regional and market-level marketing teams
- Brand marketing and communications
- Performance marketing and content
- 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!

Required Skills

Knowledge, Skills & Experience Required

- Digital-native, skilled in campaign planning, activation, and optimization.
- Experience in marketing, PR, demand generation, social media, and communications.
- Highly adaptable and capable of critical thinking.
- Ability to work under tight deadlines with strong attention to detail.
- Strong analytical and organizational skills.
- Excellent written and verbal communication skills.
- Ability to work effectively and collaborate in a team environment.

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.

Company Description