



PLAYBOOK

Marketing Manager - Hardware

Job Information

Recruiter

[Playbook](#)

Job ID

1494552

Industry

Hardware

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 15 million yen

Refreshed

November 11th, 2024 05:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Daily Conversation (Amount Used: English usage about 10%)

Minimum Japanese Level

Fluent

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

- Develop end-to-end marketing plans to synchronize Channel Partner marketing and promotional initiatives across manufacturing, dental, and medical sectors.
- In charge of regional PR, brand positioning, and awareness initiatives
- Collaborate with global product marketing, content, and translation teams to deliver content tailored to meet the needs of Japanese customers and partners.
- Spearhead demand generation efforts, both centrally and with channel partners
- Develop and implement regional channel programs, and empower channel partners with effective product marketing materials.
- Engage with customers to gain insights into their usage of products and create new user stories that highlight customer success across diverse industries.
- Oversee Japanese digital footprint, covering product pages, blog posts, SEO optimization, traffic performance, design elements, A/B testing, and site measurement.

- Establish and monitor key regional marketing KPIs and OKRs related to channel performance, web traffic, user engagement, and other relevant metrics.
-

Required Skills

- 5+ years of experience in regional marketing for a global B2B product company
 - Experience across a wide range of marketing disciplines including content development, brand, channel marketing strategies, and demand generation
 - Excellent Japanese and English language skills,
 - Experience using tools like Google Analytics, Website CMS, Salesforce/CRM, Marketing Automation
 - Strong analytical skills to identify trends, opportunities, and issues, and the ability to make data-driven decisions
 - Creative, out-of-the-box thinking
 - Results-driven and willing to go the extra mile to achieve targets
 - Strong team player
-

Company Description