



Michael Page

www.michaelpage.co.jp

## Marketing Manager, Top MedTech firm (Yokohama, 8m)

### Marketing Manager

#### Job Information

##### Recruiter

Michael Page

##### Job ID

1495419

##### Industry

Medical Device

##### Job Type

Permanent Full-time

##### Location

Kanagawa Prefecture

##### Salary

6 million yen ~ 8 million yen

##### Refreshed

October 9th, 2024 00:00

#### General Requirements

##### Career Level

Entry Level

##### Minimum English Level

Basic

##### Minimum Japanese Level

Fluent

##### Minimum Education Level

Bachelor's Degree

##### Visa Status

Permission to work in Japan required

#### Job Description

Driving marketing communication initiatives in the market, including the acquisition and growth of target customers through targeted customer and channel specific activation.

##### Client Details

Danish hearing aid company. Globally known as providing superlative quality hearing aids which can be tailor made depending on the customer needs.

##### Description

- \* Lead marketing communication in-market: Advertising & PR, newsletter, events, co-creation of seasonal campaigns, market research, and SNS postings.
- \* Analyze and understand the customer landscape, to uncover growth opportunities.
- \* Lead the creation & implementation of best in class consumer campaigns/communication to drive category & brand share (including digital/online campaigns).

##### Job Offer

- \* Flexible working style, including remote work. Office in Minato Mirai.
- \* Possibility to engage with local and international customers, including cross-function work with multidisciplinary teams.

To apply online please click the 'Apply' button below.

For a confidential discussion about this role please contact Eduardo Takara on +813 6832 8678.

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## Required Skills

- \* Marketing or business-related university degree.
  - \* Experience in channel OP activities.
  - \* Have around 5 years combined experience in brand management, customer marketing, category management. Sales experience is a plus.
  - \* Have experience with both multi-national accounts/chains as well as independent customers in a B2B or B2B2C environment
  - \* Have experience in medical device (ideally)
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## Company Description

Danish hearing aid company. Globally known as providing superlative quality hearing aids which can be tailor made depending on the customer needs.