



PR/109050 | Mar Com Specialist Bangalore

Job Information

Recruiter

JAC Recruitment India

Job ID

1521435

Industry

Electric Power, Gas, Water

Job Type

Permanent Full-time

Location

India

Salary

Negotiable, based on experience

Refreshed

April 8th, 2025 13:01

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Job Title: Mar Com Specialist

Location: Murata, Bangalore, India

Department: Marketing

Reports To: Marketing Team Manager

Experience Require: 5-10 Years

Key Responsibilities:

- Develop and execute comprehensive lead generation campaigns, from strategy creation to performance analysis.
- Organize and manage marketing events such as exhibitions and webinars to attract and engage prospective customers.
- Collaborate closely with the sales team to ensure alignment on goals and strategies, focusing on profitability rather than just the number of leads.
- Coordinate with Points of Contact (PIC) in our headquarters in Japan and regional headquarters in Singapore to ensure cohesive marketing efforts.
- Build and lead a new marketing team in our Bangalore office, fostering a collaborative and innovative work environment.
- Analyze campaign performance data to optimize future marketing strategies and improve lead quality.
- Issue content via 3rd party channels by creating a comprehensive 3rd party channel plan, detailing the types of

channels to use and the content to convey.

- Communicate with 3rd party channel vendors such as magazines, websites, social media platforms, and advertising agencies.
- Organize information from sales and engineers to effectively convey information through various marketing channels.
- Adapt new technology to campaigns by identifying cutting-edge marketing technologies, such as AI, through research and interviews.
- Create a plan to integrate new technologies into our campaigns and evaluate their performance and ROI.

Qualifications:

Experience required: 5-10 years in a relevant field.

Educational Qualification: Graduate and/or Postgraduate. A degree in Mass Communication (Mascomm) will be an added advantage.

- Proven experience in B2B marketing and lead generation.
- Strong project management skills with the ability to handle multiple campaigns simultaneously.

- Excellent communication and interpersonal skills.
- Ability to work collaboratively with sales teams and international colleagues.
- Creative thinker with the ability to develop innovative marketing strategies.
- Familiarity with the electronic component industry is a plus.

Company Description