



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

February 11th, 2025 10:22

## 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.

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Company Description