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## Marketing Lead - B2B partners

**Digital marketing, Lead generation**

### Job Information

**Recruiter**

Michael Page

**Job ID**

1524028

**Industry**

Internet, Web Services

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

Negotiable, based on experience

**Refreshed**

February 28th, 2025 18:37

### General Requirements

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Fluent

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

You will be responsible for planning and executing targeted marketing strategies to drive business growth, maintain ROI efficiency, and expand the sales pipeline through collaboration with sales, product, service, and strategy teams. The role requires expertise in lead generation, marketing automation, offline and online marketing tactics, KPI tracking, and cross-regional collaboration with APAC and global teams.

**Client Details**

Our client is a global technology leader. As a large organization with a global presence, they design and manufacture innovative devices, including laptops, tablets, smartphones, and enterprise solutions, while also expanding into AI, cloud computing, and smart infrastructure.

**Description**

- Develop and execute comprehensive marketing strategies while driving lead generation and sales pipeline growth.
- Work closely with sales, product, service, and strategy teams to align marketing efforts with business goals.
- Plan and manage online/offline campaigns, including events, webinars, and awareness programs, to increase engagement and conversion rates.
- Create reports, track KPIs, and share insights with APAC and global teams for continuous improvement.

- Communicate effectively in Japanese and English while managing multiple projects with attention to detail and marketing automation strategies.

#### **Job Offer**

- A hybrid work condition
- A competitive salary package
- Opportunity to work in an innovative and inclusive work environment.
- Being a part of a large organization with a global presence in the Technology & Telecoms industry.
- Work in the vibrant and bustling city of Tokyo.

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Dany Limatibul on +81364021597.

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#### **Required Skills**

A successful Mid-Market segment Marketing Lead should have:

- Over six years of experience in B2B marketing.
  - Skilled in developing and executing digital marketing strategies.
  - Proficient in lead nurturing using marketing automation tools.
  - Experienced in working with Salesforce or similar CRM applications.
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#### **Company Description**

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