



## Digital Marketing Manager

スイス本社 バイオ医薬品の研究開発DX

### Job Information

**Hiring Company**

Genedata KK

**Job ID**

1527636

**Industry**

Pharmaceutical

**Company Type**

International Company

**Non-Japanese Ratio**

Majority Non-Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Shinagawa-ku

**Train Description**

Yamanote Line, Gotanda Station

**Salary**

3 million yen ~ 5 million yen

**Salary Bonuses**

Bonuses paid on top of indicated salary.

**Work Hours**

【75%、月120時間目安】 基本9時-18時、週2日在宅可、フレックス、夜間本社とのミーティング有

**Holidays**

カレンダー通

**Refreshed**

March 28th, 2025 00:00

### 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**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

## Job Description

The **Digital Marketing Manager** is responsible for planning and executing digital marketing campaigns in close coordination with the Global Digital Marketing Manager in Basel, Switzerland, and the Marketing Manager in Tokyo, Japan. You will maintain Genedata's presence in Japan across all digital channels, including measuring and reporting on the performance of all digital marketing campaigns.

This is a **part-time position (75%)** on-site in the Tokyo office and reports to the Global Content and Branding Manager and is part of the Corporate Marketing Organization located in Basel (Switzerland).

### In this role, you will have the opportunity to:

- Plan and execute all digital marketing, including SEO/SEM and website optimization, marketing database, email, social media, and advertising campaigns – in close coordination with the Global Digital Marketing Manager and Japan Marketing Manager
- Identify trends and insights and provide perspective for adoption where appropriate
- Brainstorm new and creative growth strategies with sales and marketing stakeholders to design, build, and maintain our web & social media presence
- Plan, execute, and measure experiments and conversion tests and report performance, maintain digital dashboards, and assess against goals (ROI and KPIs)
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Support administrative tasks in the Japan office

### Bring more to life.

Are you a mass spectrometry scientist with a passion for innovation and problem-solving? Join our global dynamic scientific software support consulting team in Japan and make a significant impact in the biopharmaceutical industry.

At Genedata, one of Danaher's 15+ operating companies, our work saves lives – and we're all united by a shared commitment to innovate for tangible impact.

You'll thrive in a culture of belonging where you and your unique viewpoint matter. And by harnessing Danaher's system of continuous improvement, you help turn ideas into impact – innovating at the speed of life.

The biopharmaceutical industry is undergoing a digitalization revolution, adopting data-driven R&D approaches to develop innovative therapies quicker. Genedata's market-leading enterprise software is fueling this revolution, enabling leading biopharma, biotech, and CRDMO companies worldwide to automate processes and leverage biopharma R&D data analytics so they can find breakthrough therapies faster. Join this digital transformation and help scientists around the world accelerate the pace of biopharma R&D.

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## Required Skills

### The essential requirements of the job include:

- Bachelor's degree or above
- Excellent writing and speaking skills in English and Japanese to communicate with a global team
- Strong analytical skills and data-driven thinking

### It would be a plus if you also possess previous experience in:

- Experience in digital marketing, SEO, or social media management
- Knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)

Genedata, a Danaher operating company, offers a broad array of comprehensive, competitive benefit programs that add value to our lives. Whether it's a health care program or paid time off, our programs contribute to life beyond the job.

Join our winning team today. Together, we'll accelerate the real-life impact of tomorrow's science and technology. We partner with customers across the globe to help them solve their most complex challenges, architecting solutions that bring the power of science to life.

For more information, visit [www.danaher.com](http://www.danaher.com).

At Danaher, we value diversity and the existence of similarities and differences, both visible and not, found in our workforce, workplace and throughout the markets we serve. Our associates, customers and shareholders contribute unique and different perspectives as a result of these diverse attributes.

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## Company Description