



## Marketing Lead

### Job Information

**Recruiter**[Advisory Group K.K.](#)**Job ID**

1528136

**Industry**

Hardware

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

8 million yen ~ 20 million yen

**Refreshed**

April 6th, 2025 00:00

### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Executive

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

#### About the Company

Technology company that develops and sells smartphones, audio devices, and other electronics.

#### Position Overview

The Marketing Lead will be responsible for developing and executing marketing strategies to drive brand awareness, customer engagement, and sales in Japan. This role requires a hands-on marketer with a deep understanding of the Japanese market and experience managing multi-channel campaigns. The ideal candidate will have strong project management skills, experience leading a small team, and the ability to collaborate cross-functionally to drive results.

#### Responsibilities

- Develop and execute marketing plans aligned with business objectives.
- Manage and implement brand, digital, social media, and product marketing campaigns.
- Analyze market trends and customer insights to inform strategy.
- Collaborate with internal teams and external partners, including agencies and influencers, to enhance brand presence.

- Manage budgets and ensure efficient allocation of resources.
- Measure and report on the effectiveness of marketing initiatives, optimizing campaigns based on data insights.

#### **Qualifications**

- 5+ years of experience in marketing, with some team management experience.
- Strong understanding of the Japanese market and consumer behavior.
- Proven track record of executing successful marketing campaigns.
- Strong analytical, problem-solving, and project management skills.
- Excellent communication and interpersonal skills.
- Ability to thrive in a fast-paced, dynamic environment.

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#### **Company Description**