



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

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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.

Company Description