



Marketing Manager (Japan) / アメリカに本社を置く外資系企業

<ゲーム業界向け決済ソリューションサービスを提供>フレックス/週1~2回在宅勤務

Job Information

Hiring Company

Xsolla Japan

Subsidiary

Xsolla Japan株式会社

Job ID

1533193

Division

Marketing

Industry

Internet, Web Services

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Nanboku Line, Azabu Juban Station

Salary

7.5 million yen ~ 9 million yen

Holidays

土日祝日

Refreshed

April 15th, 2025 16:48

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

About the job

As a **Marketing Manager**, you will use your planning, organization and execution skills to help the company profitably grow in Japan. We are looking for a trustworthy, self-driven, motivated and accountable individual to support the marketing efforts of the team based in the Asia-Pacific Region while collaborating and integrating within the global strategy.

When working within a team-based environment, you will have the opportunity to work with team members from different disciplines from around the world, agency partners and trade show producers.

You will take ownership of campaigns, with direct supervision from the Regional Marketing Manager for APAC (based in Kuala Lumpur, Malaysia) and work alongside the Regional Business Development team in Japan, Experiential and the Digital, Creative and Product Marketing teams in a group effort to execute Xsolla the overall global marketing strategy.

This role is based in Tokyo, Japan.

Responsibilities

- Work within the global marketing organization to deliver, execute and measure localized B2B marketing campaigns and initiatives aimed at acquiring new gaming leads and partners in Japan.
- Create, manage, execute, measure and report on marketing projects and initiatives across the responsible Commerce and Funding products, solutions and services.
- Work with the events team to plan, secure, contract, execute and deliver small, medium, digital and offline trade shows taking place within your region.
- Manage the day-to-day interaction of external partners on behalf of the company within your region, including but not limited to: digital media planning agency, public relations contracted agency, and trade show production companies.
- Organize and plan public speaking opportunities for Xsolla experts and/or participate as a speaker themselves at regional video game industry events.
- Collaborate with regional business development teams to generate unique content aimed at onboarding new leads, securing meetings and help integrating products and solutions efficiently.
- Contribute to the efficiency of the marketing team by sharing new ideas and approaches for meeting our marketing objectives.
- Work with the digital marketing team to execute and deliver paid advertising, organic/paid social media, content distribution, influencer, webinar, virtual content, video content, blogs, ebooks and other marketing campaign collateral and materials.

Required Skills

REQUIREMENTS:

[Required]

- 2-3 years professional experience - agency, brand, technology, or related background
- Bachelor degree in Marketing, Business Administration, Communications, or related field
- Demonstrated experience in creating and developing trade show and branded B2B experiential marketing events
- Experience working with or for digital media agencies, trade show producers, and public relations agencies
- Well versed in Japanese business and culture with JLPT-N1 level certificate
- Verbal and written English fluency at a business level

[Preferred]

- Strong data analysis and measurement skills
- Experience working with/within global companies
- Organizing and managing public speaking events at regional trade shows and public events
- 2-3 years of experience and knowledge of working in the video game development and publishing industry
- Fluent in Korean

ABOUT XSOLLA:

Xsolla is the video game commerce company, powered by its Transaction Engine and Business Engine, that helps developers and publishers market, sell, connect and optimize their games globally. Serving only the video game industry, the Xsolla Transaction Engine powers the full suite of cloud-based tools to promote and monetize projects, while Xsolla Business Engine provides clients with the roadmap to maximize those tools, and connect them with industry partnerships to expand their business. The two work seamlessly together -- for businesses of all sizes, from indie to enterprise -- to solve the complexities of distribution, marketing and monetization so they can increase their audience, sales and revenue. Headquartered in Los Angeles, with offices worldwide, Xsolla operates as a merchant and seller of record for major gaming entities like Valve, Twitch, Roblox, Ubisoft, Epic Games and KRAFTON.

Why join us?

Opportunity to work with a fast-growing global brand.

Competitive salary and performance-based incentives.

Flexible work environment (remote, hybrid, or in-office options)

Collaborative and innovative team culture.

Career growth opportunities in a dynamic and expanding market.

If you're passionate about influencer marketing and gaming, and want to make an impact in the Japan's region, we'd love to hear from you! Apply now and be part of our journey.

Company Description