

MichaelPage

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Field Marketing Manager

Field marketing manager, AI, Marketing

Job Information

Recruiter

Michael Page

Job ID

1533755

Industry

Software

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

April 18th, 2025 18:09

General Requirements

Career Level

Mid Career

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

As the Marketing Lead for Japan, you will develop and execute integrated marketing strategies to generate pipeline and support sales goals across Japan and APAC. This hands-on role involves managing campaigns, events, digital initiatives, and localization while working closely with global and regional teams.

Client Details

An AI solutions company that reshapes how businesses solve real problems. From catching fraud faster to helping teams make smarter choices, their tech turns everyday challenges into simple, smart solutions.

Description

- Lead and execute marketing strategy for Japan and APAC
- Plan and manage integrated campaigns, events, and webinars
- Align marketing initiatives with sales objectives and pipeline goals
- Localize global content and programs for the Japanese market
- Track, measure, and report on campaign performance and ROI
- Manage digital tools and platforms like Salesforce and HubSpot

Job Offer

- Flexible remote and hybrid work options
- Competitive salary (up to 17M JPY)
- Company equity and generous PTO
- Mental health benefits and paid volunteering days

If you are a proactive, forward-thinking Field Marketing Manager looking to make a difference in a reputable Technology & Telecoms company based in Tokyo, don't miss this opportunity. Apply today!

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

Required Skills

A successful Field Marketing Manager should have:

- 8-10 years of B2B software marketing experience
 - Proven ability to build and execute integrated marketing plans
 - Strong skills in digital marketing, ABM, and event management
 - Proficient in Salesforce
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Company Description

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