



マーケティングマネージャー

グローバルな環境でのフレキシブルな勤務体制

募集職種

人材紹介会社

Cornerstone Recruitment Japan 株式会社

採用企業名

A global tech company focusing on improving the passenger experi

求人ID

1469866

業種

デジタルマーケティング

会社の種類

中小企業 (従業員300名以下) - 外資系企業

外国人の割合

外国人 半数

雇用形態

正社員

勤務地

東京都 23区

給与

700万円 ~ 1200万円

更新日

2024年11月01日 02:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

流暢

最終学歴

大学卒 : 学士号

現在のビザ

日本での就労許可が必要です

募集要項

- Develop and implement marketing strategies and campaigns to promote brand awareness for our flagship technology, Passenger Assistance.
- Localise global marketing content across all channels, both online and offline, including the website and other marketing collateral.
- Drive digital marketing strategies to expand our online presence and reach. This includes a strong emphasis on social media platforms, where you will manage content in the local language.

- Lead event management activities, ensuring that events are executed smoothly and effectively promote our technology and brand.
 - Engage in B2B demand generation activities, showcasing a proven ability to amplify demand in the local market for our technology products.
 - Collaborate closely with the commercial team to understand their requirements and develop targeted marketing initiatives, collateral, campaigns, and materials to support their B2B sales efforts.
 - Working with an external agency, lead public relations efforts to promote our brand and offerings.
 - Build and sustain robust relationships with vital stakeholders, encompassing corporate clients, industry leaders, and strategic partners, to amplify our brand reputation and foster business growth.
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スキル・資格

- Excellent communication skills with proficiency Japanese and English
 - Experience in a marketing role, with a track record of successful product or service launches.
 - 3+ experience in managing and producing content for social media platforms.
 - Understanding of the Japanese market, culture, and consumer behavior.
 - Self-motivated, proactive, and able to work under minimal supervision.
 - Project management experience, organizational skills and managing deadlines.
 - Team player attitude
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会社説明