



Marketing Associate at IT-company

募集職種

派遣会社

ランスタッド株式会社 プロフェッショナル事業本部

採用企業名

IT/App company

求人ID

1472591

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 少数

雇用形態

契約

勤務地

東京都 23区

給与

400万円 ~ 500万円

更新日

2024年06月19日 01:00

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

日常会話レベル

日本語レベル

ネイティブ

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

Contract (keiyaku-shain): 1 year

Salary: negotiable

Company: IT-company

Location: Tokyo-station

Primary Responsibilities & Duties:

- Strategize and implement events, webinars, and digital engagements in alignment with the enterprise purchasing journey.
- Execute diverse marketing activities, encompassing online media planning, overseeing sponsored events and trade shows, and coordinating with vendors.
- Demonstrate adaptability in utilizing marketing software tools and uphold precision in project management.
- Supervise both online and offline marketing strategies and their execution within the regional marketing scope.
- Foster close collaboration with cross-functional teams, including sales, APAC marketing, and external marketing agencies.
- Take full ownership of the end-to-end event preparation and execution process.
- Perform marketing tasks such as campaign setup using Salesforce and Marketo, and manage event-related responsibilities like creating landing pages, sending invitations/thank you emails, and uploading leads to Salesforce.
- Administer order and payment operations, encompassing PR/PO/Invoice processing in Coupa.
- Ensure the accuracy and current status of budget sheets, managing budgets in both Japanese Yen and US Dollars.
- Review translations for e-books, blogs, and websites.
- Provide regular updates to the Regional Marketing team based in Japan.

スキル・資格

Preferred Qualifications & Expertise:

- At least 5 years of experience in IT industries or Marketing agencies (regional marketing exposure is a plus).
- Proficiency in Japanese (native-level) and advanced proficiency in English.
- Hands-on expertise with Excel, Salesforce (CRM), Marketo (Campaign Management tool), Coupa, and Google Analytics is advantageous.
- Demonstrated curiosity and a fervor for continuous learning.
- Strong project management and organizational skills, with the capability to effectively oversee multiple initiatives concurrently.
- Exceptional interpersonal skills, a collaborative mindset, and the ability to coordinate seamlessly across multiple departments in different time zones.
- Previous experience in planning, budgeting, and executing events.

会社説明