

PLAYBOOK

Marketing Manager - Hardware

募集職種

人材紹介会社

[Playbook](#)

求人ID

1494552

業種

ハードウェア

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

外国人 少数

雇用形態

正社員

勤務地

東京都 23区

給与

600万円 ~ 1500万円

更新日

2024年09月30日 00:00

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 (英語使用比率: 10%程度)

日本語レベル

流暢

最終学歴

短大卒: 準学士号

現在のビザ

日本での就労許可が必要です

募集要項

- Develop end-to-end marketing plans to synchronize Channel Partner marketing and promotional initiatives across manufacturing, dental, and medical sectors.
- In charge of regional PR, brand positioning, and awareness initiatives
- Collaborate with global product marketing, content, and translation teams to deliver content tailored to meet the needs of Japanese customers and partners.
- Spearhead demand generation efforts, both centrally and with channel partners
- Develop and implement regional channel programs, and empower channel partners with effective product marketing materials.
- Engage with customers to gain insights into their usage of products and create new user stories that highlight customer success across diverse industries.
- Oversee Japanese digital footprint, covering product pages, blog posts, SEO optimization, traffic performance, design elements, A/B testing, and site measurement.

- Establish and monitor key regional marketing KPIs and OKRs related to channel performance, web traffic, user engagement, and other relevant metrics.
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スキル・資格

- 5+ years of experience in regional marketing for a global B2B product company
 - Experience across a wide range of marketing disciplines including content development, brand, channel marketing strategies, and demand generation
 - Excellent Japanese and English language skills,
 - Experience using tools like Google Analytics, Website CMS, Salesforce/CRM, Marketing Automation
 - Strong analytical skills to identify trends, opportunities, and issues, and the ability to make data-driven decisions
 - Creative, out-of-the-box thinking
 - Results-driven and willing to go the extra mile to achieve targets
 - Strong team player
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会社説明