

MichaelPage

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Marketing Lead - B2B partners

Digital marketing, Lead generation

募集職種

人材紹介会社

マイケル・ページ・インターナショナル・ジャパン株式会社

求人ID

1524028

業種

インターネット・Webサービス

雇用形態

正社員

勤務地

東京都 23区

給与

経験考慮の上、応相談

更新日

2025年02月28日 18:37

応募必要条件

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

You will be responsible for planning and executing targeted marketing strategies to drive business growth, maintain ROI efficiency, and expand the sales pipeline through collaboration with sales, product, service, and strategy teams. The role requires expertise in lead generation, marketing automation, offline and online marketing tactics, KPI tracking, and cross-regional collaboration with APAC and global teams.

Client Details

Our client is a global technology leader. As a large organization with a global presence, they design and manufacture innovative devices, including laptops, tablets, smartphones, and enterprise solutions, while also expanding into AI, cloud computing, and smart infrastructure.

Description

- Develop and execute comprehensive marketing strategies while driving lead generation and sales pipeline growth.
- Work closely with sales, product, service, and strategy teams to align marketing efforts with business goals.
- Plan and manage online/offline campaigns, including events, webinars, and awareness programs, to increase engagement and conversion rates.
- Create reports, track KPIs, and share insights with APAC and global teams for continuous improvement.

- Communicate effectively in Japanese and English while managing multiple projects with attention to detail and marketing automation strategies.

Job Offer

- A hybrid work condition
- A competitive salary package
- Opportunity to work in an innovative and inclusive work environment.
- Being a part of a large organization with a global presence in the Technology & Telecoms industry.
- Work in the vibrant and bustling city of Tokyo.

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

スキル・資格

A successful Mid-Market segment Marketing Lead should have:

- Over six years of experience in B2B marketing.
- Skilled in developing and executing digital marketing strategies.
- Proficient in lead nurturing using marketing automation tools.
- Experienced in working with Salesforce or similar CRM applications.

会社説明

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