



Marketing Lead

募集職種

人材紹介会社
Advisory Group株式会社

求人ID
1528136

業種
ハードウエア

雇用形態
正社員

勤務地
東京都 23区

給与
800万円 ~ 2000万円

更新日
2025年03月23日 20:41

応募必要条件

職務経験
6年以上

キャリアレベル
エグゼクティブ・経営幹部レベル

英語レベル
ビジネス会話レベル

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

About the Company

Technology company that develops and sells smartphones, audio devices, and other electronics.

Position Overview

The Marketing Lead will be responsible for developing and executing marketing strategies to drive brand awareness, customer engagement, and sales in Japan. This role requires a hands-on marketer with a deep understanding of the Japanese market and experience managing multi-channel campaigns. The ideal candidate will have strong project management skills, experience leading a small team, and the ability to collaborate cross-functionally to drive results.

Responsibilities

- Develop and execute marketing plans aligned with business objectives.
- Manage and implement brand, digital, social media, and product marketing campaigns.
- Analyze market trends and customer insights to inform strategy.
- Collaborate with internal teams and external partners, including agencies and influencers, to enhance brand presence.

- Manage budgets and ensure efficient allocation of resources.
- Measure and report on the effectiveness of marketing initiatives, optimizing campaigns based on data insights.

Qualifications

- 5+ years of experience in marketing, with some team management experience.
- Strong understanding of the Japanese market and consumer behavior.
- Proven track record of executing successful marketing campaigns.
- Strong analytical, problem-solving, and project management skills.
- Excellent communication and interpersonal skills.
- Ability to thrive in a fast-paced, dynamic environment.

会社説明