

## BtoB Marketing Specialist

**Heavily invested Tech, Startup Culture**

### Job Information

**Recruiter**

[Robert Half Japan Ltd.](#)

**Job ID**

1475610

**Industry**

Software

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

5 million yen ~ 8 million yen

**Refreshed**

May 16th, 2024 05:00

### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

### Job Description

#### Company Profile

Our client, a leading player in the tech industry, is seeking a dynamic Marketing Specialist to join their innovative team in Tokyo. With a focus on cutting-edge security solutions, they're at the forefront of a rapidly growing niche within the industry. Backed by substantial investment from a multinational giant, our client offers the perfect blend of startup agility and robust resources. This is an exciting opportunity to work alongside young executives in their early 30s, shaping the future of security technology. This position is great for young and motivated professional who will to learn and thrive in a sector with immense growth potential.

#### The Role

- Gain experience in setting up a marketing organization from scratch.
- In an organization without a marketer, you can commit from strategy design/organizational launch.
- Because we have a small number of people, each person has a wide range of discretion, so we are not limited to specific channels, and are entrusted with everything from cultivating new channels to formulating new measures.

- Able to carry out work with discretion from upstream in an environment where direct discussions with management members are possible.
- All information is open for internal use, such as company-wide PL and all KPIs/CPAs from leads/business negotiations/proposals/contracts, allowing for flat discussions from the same perspective as board members.
- Since this is the start-up phase, it is necessary to proceed while communicating closely with the CEO who is in charge of the business and the CTO who is the product owner, so you can be involved in discussions about business expansion from the upstream.

### Your Skills

- Those who have experience in marketing BtoB SaaS business at a business company or support company.

### Nice to Have

- Work experience in a startup
- Project management experience
- Experience in digital marketing such as web advertising and LPO.
- Experience in offline marketing such as exhibitions, seminars, conferences, etc.
- Experience in planning lead nurturing measures and operations using MA/CRM.
- Those who want to be involved in creating a 0→1 phase business
- Those who enjoy building a business from scratch in a situation where there is no fixed method.
- Individuals who can actively acquire domain knowledge and are highly motivated to learn.

### Location

Tokyo 23 wards

### Salary

5M - 8M JPY

### Selling Points

- Heavily invested company with strong budget but still maintaining startup culture and approach
- First member of marketing team with huge changes of building up a strong legacy

Reference Number: 06940-0012957154

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### Company Description

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