

マーケティング責任者/Head of Marketing

年収1800万まで | ハイブリッド勤務 | マーケティング組織をリード

Job Information

Recruiter

Advisory Group K.K.

Job ID

1480339

Industry

Other

Company Type

Small/Medium Company (300 employees or less)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

9 million yen ~ 18 million yen

Refreshed

November 3rd, 2025 02:00

General Requirements

Minimum Experience Level

Over 6 years

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

自由×戦略×グローバル連携

少数精鋭のチームを率いながら、企業の日本市場成長を担うマーケティングリーダーを募集。企画から実行まで裁量があり、グローバル本社や営業チームとの連携も多く、ダイナミックに活躍できる環境です。

主な業務内容

- 企業戦略に基づいたマーケティングアクションプランの立案と実行
- 市場・競合・消費者動向の分析と戦略調整

- 営業・技術チームとの連携による販促ツールやコンテンツ提供
- 本社と協働でのマーケティング資料の作成・品質管理
- ローカルマーケティングチームのマネジメント
- 日本国内の最新マーケティングトレンドの把握
- 予算管理と年間プランニング

このポジションの魅力

- 日本マーケットの成長を牽引する戦略的ポジション
- 自由度が高く、上流から実行まで携われる裁量
- ハイブリッド勤務(週2日リモート)で働きやすさも確保
- グローバルHQとの連携で英語力を活かせる環境
- 年収最大1800万円+インセンティブの可能性あり

あなたのマーケティング力で、成長企業を次のステージへ。今すぐご応募ください。

Head of Marketing Opportunity

Location: Tokyo, Japan (Hybrid, ~2 days WFH) Salary: Up to 18 million JPY annually

What's In It For You:

- Flexibility: Enjoy a hybrid work model with ~2 days a week working from home.
- Competitive Pay: Earn up to 18 million JPY annually plus benefits.
- Creative Freedom: Bring your ideas to the table, at a company that values innovation and are looking for someone who can proactively develop and implement marketing initiatives without being micromanaged.
- Growth Opportunity: Be a key player in a growing business. This is your chance to shape the marketing function and drive the company's success in Japan
- Collaborative Environment: Work closely with our Japan Country Head and a passionate team in a dynamic, startup-like atmosphere. Communication with global (In English)

What You'll Do:

- **Develop and Implement:** Create and monitor a localized marketing action plan based on corporate strategic directions and business objectives.
- Analyze and Adapt: Conduct continuous analysis of the competitive environment and consumer trends, using
 insights to refine the marketing strategy.
- Collaborate and Support: Work closely with the Sales and Technical teams to help them achieve their commercial goals by providing appropriate tools and marketing content.
- Create and Ensure Quality: Participate in the development of marketing materials with headquarters, ensuring they
 comply with corporate standards.
- Oversee and Manage: Supervise all marketing activities, establish priorities, manage work organization, and oversee
 the local marketing team.
- Stay Current: Keep up to date of the latest marketing trends and best practices in Japan.
- Plan and Budget: Plan and manage the marketing action plan and budget.

Required Skills

応募要件

- マーケティング経験6年以上(特に少人数チームのマネジメント経験)
- B2B領域での戦略設計と実行力を備えた方
- 日本語:ネイティブレベル、英語:ビジネスレベル以上
- 自ら動き、ゼロから形にできるプロアクティブな姿勢

About You:

- Experienced Manager: You've held a senior marketing role, ideally in a startup or small business. You know the challenges and rewards of building from the ground up and have extensive experience managing a small team
- Proactive: You don't wait for instructions. You see what needs to be done and you do it. Creativity and initiative are your strengths.
- Marketing Strategist: You've successfully crafted and implemented marketing strategies, making lesser-known brands attractive to top talent and customers.
- Bilingual: Fluency in Japanese and business-level English is a must.
- Knowledgeable: You're up-to-date with the latest marketing trends and best practices, especially in Japan.

Note: While industry-specific experience is not a requirement, a solid background in B2B marketing is essential. The Marketing Director will play a pivotal role in shaping the company's marketing strategies and ensuring a productive and engaging work environment for the Marketing team.

Ready to make an impact with your marketing expertise? Apply today—we're excited to hear from you!

Company Description