



## Marketing Manager/Senior Marketing Manager (Japan)

### Job Information

**Hiring Company**

[KPay Japan KK](#)

**Job ID**

1517553

**Industry**

Other (Banking and Financial Services)

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards, Chuo-ku

**Salary**

Negotiable, based on experience ~ 11 million yen

**Work Hours**

9:30am - 6:30pm

**Refreshed**

May 27th, 2026 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

**About the Role:**

As a fintech company, the role will focus on driving marketing strategies to position our payment solutions effectively, crafting localized marketing communications, managing social media tailored to the Japanese audience, and supporting business development efforts. The ideal candidate will work closely with HQ teams to localize content, enhance brand awareness, and support our go-to-market (GTM) strategy.

**Key Responsibilities::**

1. Take ownership of the go-to-market (GTM) plan: Lead product launches in Japan, from ideation to execution, ensuring all marketing and promotional materials are aligned with the company's brand identity and resonate with the local audience.
2. Collaborate with HQ creative team: Suggest and create briefs for promotional materials while ensuring localization for the Japanese fintech market.
3. Coordinate and implement communication plans: Develop and execute strategies to improve brand awareness and lead conversion for our payment and SaaS solutions.

4. Manage social media platforms: Take full ownership of the LINE account and other relevant social channels, ensuring optimized communication about our fintech products
5. Partner with the Business Development team: Identify and unlock opportunities to support merchant and partner acquisition, understand market trends and actual needs of merchants including planning events and preparing sales enablement materials.
6. Audit and contribute to content needs: Regularly review website content and social media channels, ensuring all narratives align with the fintech industry and target audience in Japan.
7. Monitor and report campaign effectiveness: Use analytics to track the success of marketing campaigns and refine strategies to meet KPIs.
8. Handle crisis management: Be prepared to address incident and crisis responses promptly, with support from external agencies, ensuring the company's reputation is safeguarded.

**Why Join Us?**

This role provides a unique opportunity to shape the brand's entry into the Japanese fintech market, contributing to a high-growth, innovative company. You'll be at the forefront of introducing cutting-edge payment solutions while collaborating with a passionate and dynamic team. Together, we aim to redefine the payment experience in Japan.

**Employment type :**

Full-time employee

Probation period: 3 months (no change in wages or conditions)

**Working Hours:**

9:30 to 18:30

(Core working hours are from 10:30 to 16:00, with flexible start and end times.)

※ Excluding Saturdays, Sundays and public holidays

**Salary details :**

Wages will be determined based on experience and ability.

\*Salary includes fixed overtime pay.

**Benefits and Welfare**

- Health insurance, employee pension insurance, employment insurance, workers' compensation insurance
- Paid vacation days, along with sick leave, summer vacation, New Year vacation, and special leave
- Commuting allowance

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**Required Skills****Qualifications & Experience:**

- Native written and verbal communication skills in Japanese and strong in English.
- Proven ability to thrive in a fast-paced fintech or SaaS environment.
- Familiarity with the payments industry and understanding of market trends, regulatory requirements, and competitive dynamics in Japan.
- B2B marketing experience is highly desirable.
- Demonstrated success in managing social media platforms and collaborating with external agencies.
- Strong ability to work cross-functionally with Business Development, Product, and Creative teams.
- Analytical skills to interpret marketing data and optimize campaigns.

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**Company Description**