



## B2B Marketing Lead – Branding, Digital, and Analytics

**World top class market share**

### Job Information

#### Hiring Company

Standex Electronics Japan株式会社

#### Job ID

1539867

#### Industry

Electronics, Semiconductor

#### Company Type

International Company

#### Job Type

Permanent Full-time

#### Location

Tokyo - Other Areas, Hachioji-shi

#### Salary

7.5 million yen ~ Negotiable, based on experience

#### Work Hours

8:30~17:15

#### Holidays

Saturdays, Sundays, and holidays

#### Refreshed

August 25th, 2025 09:00

### General Requirements

#### Minimum Experience Level

Over 6 years

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Fluent

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

#### Reed Switch Marketing.

- 125 days off per year/Top market share in the world/Many international transactions
- Would you like to become a leading figure in our marketing?

■Our attractive points:

- Weekends and holidays off/125 days off per year
- There are systems that make it easy to take time off, such as refreshment leave and purpose-specific leave →It's easy to plan trips with family and friends◎
- You can work globally, making use of your English♪
- For those who want to think and act alone as a marketing launch team◎

#### ■Job details:

As our Marketing Manager, you will play a key role in developing and implementing a comprehensive marketing strategy to increase brand awareness, drive customer engagement and expand market share.

You will be responsible for overseeing all aspects of brand management, content creation and digital marketing efforts.

Our sales department also handles marketing, so you will mainly be working in contact with the sales department.

\*Generally, internal meetings and reports will be conducted in English.

\*Business trips will occur 2-3 times a month, and may include overseas business trips outside of Japan.

- Develop and execute strategic marketing plans to achieve business objectives and increase brand presence in the marketplace.
- Lead the development of compelling content across various channels including website, social media, email campaigns and marketing materials.
- Drive digital marketing initiatives such as SEO/SEM, PPC advertising, social media marketing, and email marketing to generate leads and increase conversion rates.
- Monitor and analyze marketing performance metrics such as ROI, customer acquisition cost, and conversion rates to optimize campaign effectiveness and drive continuous improvement.
- Collaborate cross-functionally with internal teams, including sales and product development, to ensure alignment and integration of marketing initiatives with overall business objectives.

[Scope of change: Business operations as determined by the company]

#### ■About our company:

Based in Kofu and Hachioji, Yamanashi Prefecture, Standex Electronics Japan employs approximately 100 people. The factory is located in Kofu.

#### ■Standex Electronics: A Global Organization

Standex Electronics Japan is part of Standex Electronics, a division of US-listed Standex International Corporation. With more than 1,600 employees worldwide, Standex Electronics is one of the leading companies in the design, development, and manufacture of electromagnetic components based on reed switches.

With sales and production facilities in nine countries, Standex Electronics supplies customers worldwide in a variety of markets, including automotive, home appliances, medical, communications, test and measurement technology, and renewable energy.

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**Employment status:** Full-time employee, Trial period: 3 months

#### Annual income

Annual salary: 7.5 million yen and up

\*The salary is a guideline only and may vary depending on the selection process.

**Salary increase:** Once a year (October) - Based on performance evaluation etc.

**Bonuses:** Incentive bonuses are paid once a year (September) based on business performance and individual performance evaluations.

**Work location:** Tokyo office

**Address:** 5F Access Building, 11-8 Asahi-cho, Hachioji-shi, Tokyo

**Passive smoking measures:** No smoking indoors

\*Regarding work location, you can also discuss with offices outside Tokyo.

\*Approximately 10% of shifts will involve business trips.

2 minutes walk from Hachioji Station.

**Transfers :** None

### **Working hours**

8:30~17:15 (Scheduled working hours: 7 hours 45 minutes)

Break time: 60 minutes (12:00~13:00)

### **Holiday vacation**

- 2 days off per week (Saturdays, Sundays, and national holidays)
- 20 days or more of paid vacation per year (minimum number of days is the number of days granted immediately after joining the company)
- 125 days of vacation per year
- Summer vacation
- Paid vacation (for celebrations, condolences, etc.)
- Refreshment leave, purpose-specific leave, etc.

### **Allowances and benefits**

- Commuting allowance (according to company regulations)
- Family allowance (dependent allowance: 10,000 yen per person)
- Fully equipped with social insurance
- Retirement allowance system
- Childcare leave system
- Wealth accumulation system
- Improvement proposal award system
- Employee social gatherings (BBQ, etc., once a year), etc.

\*If you are from outside the prefecture, we can discuss moving costs. Please feel free to contact us.

**retirement age :** 65 years old

### **Educational system/qualification supplements**

Various training (in-house and external), employee training sessions (once a year), etc.

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### **Required Skills**

- Bachelor's degree in Marketing, Business Administration, or related field. MBA preferred.
  - 5 years experience in brand management, content creation, and digital marketing
  - In-depth knowledge of digital marketing tools and platforms, including Google Analytics, AdWords, and social media management tools.
  - Strong analytical skills with the ability to interpret data, analyze trends, and generate actionable insights to drive marketing strategies.
  - Excellent communication and interpersonal skills, with the ability to effectively collaborate with internal teams and external stakeholders.
  - Willingness to travel
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