

MichaelPage

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Marketing Manager - Dental Solutions 医療用歯科機器**Strategic. Digital. Medtech Impact.****Job Information****Recruiter**[Michael Page](#)**Job ID**

1542030

Industry

Medical Device

Company Type

Small/Medium Company (300 employees or less) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

8 million yen ~ 12 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Salary Commission

Commission paid on top of indicated salary.

Refreshed

May 20th, 2025 22:44

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

This is a hands-on marketing leadership role that will drive digital strategy and brand positioning for a high-end medtech brand in Japan. You'll craft localized campaigns and align with global teams to increase visibility, engagement, and business impact.

Client Details

Our client is a Swiss-founded global leader in premium medical devices, renowned for their innovation in dental prevention, endoscopic urology, and shockwave therapy. With over 40 years of expertise and a people-first culture, they combine Swiss precision with a mission to improve clinical outcomes through non-invasive technologies.

Description

- Develop and implement Japan-specific marketing strategies aligned with global standards.
- Lead multi-channel digital campaigns (SEO/SEM, social, CRM, email, ads) and manage web/social presence.
- Evaluate campaign performance through analytics tools, A/B testing, and funnel optimization.
- Conduct market research, user insights, and competitor analysis to inform decisions.
- Collaborate with sales, global teams, and distributors on events and training programs (e.g., Swiss Dental Academy).
- Represent the brand at conferences and manage marketing budgets and timelines.

Job Offer

- **???? Competitive salary and long-term career prospects**
- **???? Autonomy in a global, agile organization**
- **???? Opportunity to shape local strategy** and deliver meaningful healthcare impact
- **???? Supportive, diverse work culture** based on trust, excellence, and simplicity

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Sara Loh on +813 6832 8915.

Required Skills

- 7+ years in marketing (digital and strategic), ideally in medtech or B2B healthcare sectors.
 - Strong grasp of digital tools: Google Ads, Meta Ads, LinkedIn Campaign Manager, CRM, analytics, CMS.
 - Strategic thinker with data-driven mindset and the ability to communicate complex concepts simply.
 - Fluent in Japanese and business-level English.
 - Collaborative, principled, and execution-focused with leadership capability.
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Company Description

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