

MichaelPage

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Regional Marketing Manager - Cybersecurity - Up to 17M

Regional Marketing Manager - IT - 17M

Job Information

Recruiter

Michael Page

Job ID

1549852

Industry

Software

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

13 million yen ~ 17 million yen

Refreshed

July 9th, 2025 11:15

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

As a Regional Marketing Manager, you will lead and execute integrated marketing plans for Japan, focusing on lead generation, campaign optimization, and collaboration with sales teams to drive business growth. You will oversee digital, event, and partner marketing initiatives, and ensure alignment with global strategies to expand market presence.

Client Details

Our client is a global leader in cybersecurity solutions, offering cutting-edge software and services designed to protect organizations in the digital time. With a strong presence in the information security market, the company is renowned for its innovative products, dynamic growth, and commitment to delivering exceptional customer solutions. This role is crucial to the company's ongoing success and expansion in Japan.

Description

- Develop and execute an integrated marketing plan for the Japan region, covering digital campaigns, events, social media, email, and advertising.
- Collaborate with SDRs, sales, partners, and solution engineers to ensure alignment of marketing investments with top business priorities.
- Work with global and regional teams to optimize lead conversion and ensure timely follow-up.

- Manage local and regional events, measuring their effectiveness and ensuring proper resource coordination.
- Support partner marketing programs to drive new business development, focusing on key partners.
- Leverage global GTM strategies, adapting messaging and materials to resonate with Japan's target market.

Job Offer

Competitive Salary: Attractive compensation based on experience.

Global Exposure: Opportunity to collaborate with global teams and drive marketing initiatives at scale.

Career Development: Lead high-impact projects in a rapidly evolving industry.

Travel Opportunities: Travel across Japan and occasionally internationally (up to 20% of time).

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

Required Skills

- Over 10 years of marketing experience, with a focus on demand generation, integrated campaigns, and event management.
- Strong B2B marketing experience, preferably in the information security, software, or services industries.
- Proficient in marketing automation and CRM tools such as Marketo and Salesforce.com.
- Fluent in English and Japanese (both written and verbal).
- Strong understanding of Japan's Enterprise IT landscape; security and SaaS experience is a plus.

Company Description

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