



Marketing Sales Operations Representative

キャタピラージャパン合同会社での募集です。営業推進・企画のご経験のある方は歓迎...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

キャタピラージャパン合同会社

Job ID

1550623

Industry

Machinery

Company Type

International Company

Job Type

Permanent Full-time

Location

Kanagawa Prefecture

Salary

7 million yen ~ 9 million yen

Work Hours

08:30 ~ 17:30

Holidays

【有給休暇】入社日より付与、入社7ヵ月目時点で10日以上の有給有。初年度は入社月により変動（2～21日間）、次年度以降は1月...

Refreshed

July 10th, 2025 16:01

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2306059】

国内代理店向けに自社デジタルコンテンツ活用の企画推進を行っていただきます。

As a Market and Sales Operations Representative (MSOR) you are primarily responsible and accountable to drive services growth in partnership with our dealers with a focus on dealer marketing sales excellence digital excellence and to accelerate e commerce and equipment management application adoption. This position will be based in Yokohama Japan.

【具体的には】

- Developing industry marketing and digital application knowledge as well as a strong understanding of the Caterpillar Dealer network

- Advising dealers on marketing sales and customer related strategies systems and processes
- Coaching dealers in developing increased human performance capability such as identifying performance gap solutions
- Drive strategic growth initiatives with Distribution Director to align with internal partners and dealers
- Counsel dealers on strategy development and lead services growth plan governance
- Aligning strategies of the dealer with Caterpillar Enterprise Strategy
- Advising on existing and potential customer experience issues and improvement measures such as recommending ways to enhance market coverage and customer experience through training technology enabled and bundled solutions etc
- Consulting with dealers on marketing and sales strategy planning including developing strategies and plans to improve dealer effectiveness and identifying potential opportunities for increasing sales
- Consulting with dealers on process improvement methods and assisting with process evaluation
- Assisting dealers in business planning and on effectiveness of meeting expected business results
- Overseeing and promoting programs that increase sales while achieving targeted price realization and profit margins

As a dealer facing representative you will collaborate with dealers to build capability drive process improvement and execute Market and Sales Operations related strategies. You will connect data to identify opportunities and develop solutions which support dealers in meeting customer needs.

Required Skills

【必須】
デジタルコンテンツやマーケティングに関する知識（Ｅコマース等）
【歓迎】
代理店営業やマーケティング業務のご経験

Company Description

◆ 油圧ショベル、ブルドーザ、ホイールローダなどの建設機械の開発・設計・製造・販売・輸出入業務など