



Product Marketing Manager

Full Remote!

Job Information

Recruiter

JAC International Co., Ltd.

Hiring Company

Sales Intelligence Platform

Job ID

1555555

Industry

Software

Company Type

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

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

6 million yen ~ 10 million yen

Work Hours

You can decide! Full Flex time!

Refreshed

February 17th, 2026 06:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Associate Degree/Diploma

Visa Status

Permission to work in Japan required

Job Description

- Market Insights & Competitive Landscape**

Conduct research on target markets and customer needs, analyze competitor offerings, and develop strategies to differentiate the product.

• Product Positioning & Messaging

Define the product's unique value proposition and craft compelling messaging tailored to key customer segments.

• Go-to-Market Strategy & Execution

Plan and implement launch strategies for new products and features, ensuring alignment with business objectives.

• Stakeholder Enablement

Develop training materials and resources for internal teams and external partners to support product understanding and adoption.

• Sales & Marketing Collateral

Create effective sales enablement tools and campaign assets to drive lead generation, improve conversion rates, and boost engagement among existing users.

• Performance Analysis & Optimization

Establish and monitor product KPIs (e.g., feature usage), analyze performance data, and propose actionable improvements.

Required Skills

- Minimum of 2 years' experience in product marketing for SaaS or software solutions
- At least 2 years of marketing experience within IT or web-based industries
- Proven ability to collaborate within multinational, cross-functional teams (English fluency required)
- Strong skills in self-management and independent execution
- Excellent analytical and problem-solving capabilities

Company Description