



## 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**

August 19th, 2025 17:37

### 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