



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

May 26th, 2026 12:00

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.
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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
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Company Description