



Senior specialist Technical Marketing

電子機器メーカー（プライム上場企業）での募集です。 リサーチのご経験のある方は...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

電子機器メーカー（プライム上場企業）

Job ID

1555921

Industry

Hardware

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 6.5 million yen

Holidays

【有給休暇】有給休暇は入社時から付与されます 法定に基づき、初年度 5日 もしくは10日を入社日に付与 ※入社月により異なる...

Refreshed

August 21st, 2025 14:34

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2321174】

■About the role:

A Technical Marketing role focuses on bridging the gap between technical product details and non technical audiences translating complex information into compelling marketing materials. This often involves creating technical content supporting product launches and training sales teams. Key responsibilities include developing technical content like white papers blog posts and case studies as well as conducting market research and competitive analysis.

■Key responsibilities:
・ Content Creation:

Develop and execute strategies for creating technical content including white papers case studies and presentations to educate and engage target audiences.

- ・ Product Launches:

Support product launches by creating and distributing technical marketing materials ensuring sales teams are well equipped to communicate product features and benefits.

- ・ Market Research:

Conduct competitive analysis and market research to identify trends understand customer needs and guide marketing strategies.

- ・ Developer Engagement:

Engage with developer communities participate in industry events and foster relationships with key stakeholders.

- ・ Sales Enablement:

Train and enable sales teams with in depth product knowledge equipping them to effectively communicate product value to customers.

- ・ Content Strategy:

Develop and implement content strategies to support product marketing and drive demand generation.

- ・ Collaboration:

Work closely with project management engineering and sales teams to ensure alignment and effective execution of marketing initiatives.

Required Skills

【必須】

- ・ Technical aptitude
- ・ Communication skill
- ・ Content creation
- ・ Marketing acumen
- ・ Analytical skill
- ・ Collaboration skill
- ・ Language : English (listen speak read write)
- ・ Bachelor degree
- ・ 5+ year working experience

【歓迎】

- ・ Bachelor degree with engineering background
- ・ consumer electronics industry

Company Description

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