

**MichaelPage**

www.michaelpage.co.jp

**Marketing Director - Global B2B Info & Software (Confidential)****Marketing Director, IT, Information****Job Information****Recruiter**

Michael Page

**Job ID**

1556581

**Industry**

IT Consulting

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

16 million yen ~ 18 million yen

**Refreshed**

August 29th, 2025 15:46

**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**

We're seeking a Marketing Director to lead a dynamic team in Japan for a global provider of professional software and digital solutions. This role drives demand generation, pipeline growth, and brand leadership in professional services markets.

**Client Details**

Our client is a global leader in professional information services and SaaS solutions, trusted by professionals worldwide. With strong investment in Japan, the company is prioritizing growth and innovation in this market. Very stable business and a strong presence worldwide.

**Description**

- Lead and develop a team of 7 marketers, driving demand generation and pipeline growth
- Plan and execute integrated digital and offline campaigns, including events and account-based marketing
- Collaborate closely with sales, agencies, and regional/global teams to align marketing strategies
- Own key marketing KPIs: SQL/MQL targets, pipeline influence, and budget management
- Partner with global marketing leaders to shape strategy, messaging, and content

**Job Offer**

- Competitive package (~21M JPY total comp with bonus)
- Hybrid work model (2 days WFH, flexible hours to avoid peak commute)
- Strong career growth opportunities in a global organization investing heavily in Japan
- Inclusive, innovative culture with global exposure and collaboration across APAC
- Comprehensive benefits covering health, wellbeing, and professional development

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Dany Limatibul on +81364021597.

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## Required Skills

A successful Marketing Director should have:

- A strong background in marketing within the B2B IT industry (SaaS or IT Consulting is ideal)
  - Proven leadership experience with the ability to inspire and guide a team.
  - Expertise in developing and executing integrated marketing campaigns.
  - Solid analytical skills to evaluate campaign performance and market trends.
  - Strong communication and collaboration abilities to work with internal and external stakeholders.
  - A results-oriented mindset with a focus on achieving business objectives.
  - High fluency in both Japanese and English
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## Company Description

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