



Global Experiential Marketing Event Manager / Coordinator

-Shape the future of gaming in Japan-

Job Information

Hiring Company

[Xsolla Japan](#)

Subsidiary

Xsolla Japan株式会社

Job ID

1557940

Industry

Internet, Web Services

Company Type

Large Company (more than 300 employees) - International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 7 million yen

Refreshed

October 10th, 2025 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

ABOUT US

At Xsolla, we believe that great games begin as ideas, driven by the curiosity, dedication, and grit of creators around the world. Our mission is to empower these visionaries by providing the support and resources they need to bring their games to life. We are committed to leveling the playing field, ensuring that every creator has the opportunity to share their passion with the world.

Headquartered in Los Angeles, with offices in Berlin, Seoul, and beyond, we partner with industry leaders like Valve, Twitch, and Ubisoft to clear the paths for innovation in gaming. Our global reach spans over 200 geographies, offering more than

700 payment methods in 130+ currencies.

Longevity Opportunity Vision Enjoy the game!

ABOUT YOU

We are seeking an experienced **Global Events Manager / Coordinator** to join our global marketing team here at Xsolla. You will be working closely with our Senior Experiential Marketing Event Manager and our Regional Marketing Managers to assist with event research, logistics planning, administration and onsite delivery of Xsolla's series of regional events in Japan and APAC.

A large part of the role is logistics-based, such as implementing deliverables of our sponsorship packages at the events that we partner with. In addition, you will be sourcing international venues and vendors, obtaining quotes for services for booth build, production, branding, swag and merchandise etc. Experience working on a global level is ideal with an understanding of regional nuances and budgets. Upper business level Japanese is essential to be able to communicate with event organizers and vendors in Japan.

In this role, you will be collaborating with internal teams on event marketing activities such as social media campaigns, creation of landing pages, email campaign planning, creation of graphics, and branding. Excellent communications skills and understanding of the English language is also required.

The ideal candidate will have experience working in Games, Tech, or Software industries and have a good understanding and experience in delivering B2B Conferences, trade shows, networking events and speaking engagements.

This role will be based out of our Japan office and is onsite.

Responsibilities

- Reporting to the Senior Experiential Marketing Event Manager, you will undertake tasks to support the regional event roadmap for APAC and specifically Japan. You will have your own key areas of responsibility and events on which you will take the lead. Your tasks will include but are not limited to:
- Venue searches in all locations, including negotiating venue hire charges, food and beverage costs and other associated event items
- Vendor sourcing, comparing costs and negotiating hire charges for event equipment and hire of services, specifically booth production companies, AV companies, event rentals, video and photography, and merchandise producers
- Updating the event budgets regularly with costs in the correct currency
- Research the best hotels and prices for staff attending the events and booking hotel blocks with our venue and hotel source agency Helsmsbriscoe
- Setting up new events on the Xsolla events page, including adding copy about the event, venue information, event logos
- Setting up and managing networking events on our event registration and marketing platform Splash including adding copy about the event, graphics, building the registration form, creating email templates and testing
- Working with our Integrated Marketing Manager to create and plan our email marketing campaigns for events. This includes drafting copy, adding event information, logos, and helping to draft messaging and requesting graphics where required
- Working with our Social Media Manager to create and plan social media campaigns for our events. This includes drafting copy, adding event information, logos, helping to draft messaging and requesting graphics where required
- Liaising with event organizers to research new events and review sponsorship options suitable for the company. Duties will include confirming sponsorship packages, working with the organizer on all aspects of the planning, and delivery of the event to fulfill the deliverables
- Coordinating speaking sessions with our Business Development team, Product team and Creative team to ensure session content is prepared, reviewed, and approved in good time for speaking engagements and events
- Regularly updating the event roadmap tracker with sponsor information received, dates, and links to the events
- Placing Jira ticket requests with our in-house Creative team and adding detailed information for each item in the brief section along with deadlines
- Working with our Creative team on a regular basis to ensure all event materials are completed, approved and then sent to vendors or event organizers to fulfill
- Create opportunities to gather, capture, and validate new business leads through each event. Ensure leads can be generated if lead scanning is not available at events.
- Coordinating with our Business Development, Funding, and Product teams to ensure they have all the necessary event information, briefing documents, and are aware of the meeting booking process at events
- Creating detailed event plans for events – following the template already in use, add all the necessary information for the staff attending the event. Setting up and leading pre-event briefings with the team attending the event.
- Creating detailed video and photography briefs for our vendors and overseeing the production of highlights reels and VOD of our speaking sessions
- Liaising with all event vendors before the event to ensure a smooth event set up
- At events, deliver upon all aspects of event activations between customers and the company, and ensure a positive customer service experience
- Ensuring all event leads generated at the event are processed by our CRM team in a timely manner and that all stats and data on meetings are recorded from each event in our template
- Post-event follow-up with attending staff – sending out an internal feedback survey, gathering photos, branding on emails, banners, websites from our events for the post event report
- Assisting with any ad hoc tasks required by the Global Experiential Marketing team
- Communicating promptly to all messages and requests in all chat spaces and on Email where possible

Why Join Us?

Opportunity to work with a fast-growing global brand.
Competitive salary and performance-based incentives.

Flexible work environment (remote, hybrid, or in-office options).
Collaborative and innovative team culture.
Career growth opportunities in a dynamic and expanding market.

If you're passionate about gaming and want to make an impact in the Japan region, we'd love to hear from you! Apply now and be part of our journey.

The duties and responsibilities of this position may evolve over time to support the organization's goals and individual growth. This job description is intended to outline the general nature and level of work being performed and is not intended to be an exhaustive list of all duties, responsibilities, and qualifications required.

Xsolla takes your privacy seriously and will not sell or externally distribute any personal data received during the hiring process. In accordance with applicable data protection laws, Xsolla is committed to protecting your personal information and respecting your privacy.

For any inquiries related to data privacy, please contact: careers@xsolla.com

Explore more opportunities at: <https://xsolla.com/careers>

Required Skills

Qualifications & Skills

- Excellent communication skills (written and verbal)
- Excellent administration skills and ability to update documents on a regular basis
- Demonstrable expertise in budgeting and managing projects to tight deadlines
- Understand the need for timely information, able to meet deadlines and manage your own workload
- Strong work ethic and exceptional attention to quality and detail is essential
- Ability to work with internal teams to clearly communicate and track project deliverables
- Ability to solve problems and make decisions quickly and efficiently
- Creativity and the ability to think outside the box is a must, we are looking for someone who wants to push the boundaries, try new things and to elevate our experiences to the next level!
- Ability to manage multiple projects through highly effective organizational skills
- Ability to confidently communicate with vendors, organizers and our internal teams about the event plans
- Strong live event management delivery skills
- Experience working with Atlassian products such as Jira and Confluence, Google suite is beneficial
- Upper business level Japanese (at least at the JLPT-N2 level)
- Knowledge of English at the upper business level

Company Description