

Michael Page

www.michaelpage.co.jp

Senior Marketing Associate - B2B Manufacturing - Up to 8M

Marketing Specialist - B2B Manufacturing

Job Information

Recruiter[Michael Page](#)**Job ID**

1558265

Industry

Chemical, Raw Materials

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

5 million yen ~ 8 million yen

Refreshed

September 16th, 2025 15:11

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

No permission to work in Japan required

Job Description

This role leads product marketing and supports new product launches for industrial cleaning solutions used by top food and beverage manufacturers. You'll drive market strategy, product positioning, and cross-functional alignment across Japan.

Client Details

Our client is a globally recognized industrial solutions provider, known for delivering hygiene, safety, and sustainability technologies to manufacturers worldwide. In Japan, the company has over 400 employees and maintains strong long-term partnerships with major players in the food and beverage industry

Description

- Develop and manage product marketing strategies for assigned product categories.
- Lead New Product Introduction (NPI) initiatives: market analysis, customer insights, pricing, and cross-regional collaboration.
- Support sales teams with enablement tools, campaigns, and performance tracking.
- Conduct Voice of Customer (VOC) and Voice of Business (VOB) research to validate market needs.
- Coordinate with R&D, Sales, and Supply Chain to ensure successful execution and delivery.
- Provide operational and administrative support to the marketing function.

Job Offer

- Hybrid working environment with international exposure
- Small, agile team with autonomy and direct impact on business
- Opportunity to grow into broader product or marketing leadership roles
- Contribute to a meaningful mission supporting food safety and hygiene in Japan

To apply online please click the 'Apply' button below. For a confidential discussion about this role please contact Tin Le on +813 6832 8941.

Required Skills

- Minimum 3 years of experience in B2B marketing, ideally in industrial, food, or chemical sectors.
 - Experience engaging with customers directly in sales or technical service roles is highly preferred.
 - Strong analytical and strategic thinking skills; comfortable with numbers and decision-making.
 - Able to work independently across functions and manage multiple stakeholders.
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Company Description

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