



Growth Marketing Manager

Hybrid, Cross-functional

Job Information

Recruiter

JAC International Co., Ltd.

Hiring Company

Fintech (Financial Technology)

Job ID

1566306

Industry

Digital Marketing

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

About half Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

7 million yen ~ 10 million yen

Salary Bonuses

Bonuses paid on top of indicated salary.

Salary Commission

Commission paid on top of indicated salary.

Refreshed

June 5th, 2026 05:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

About the Team

You'll be joining a dynamic APAC marketing team made up of four professionals, each responsible for a different territory. Reporting to the Senior Marketing Manager based in Hong Kong, you will take ownership of marketing activities in Japan, working closely with regional sales leaders and fellow marketers to design and deliver go-to-market strategies tailored to the Japanese market.

What You Will Do

- Lead and manage end-to-end marketing campaigns and events in Japan, driving MQLs and new business opportunities
- Operate with a high level of independence, balancing multiple projects and priorities with minimal supervision
- Create and execute innovative marketing strategies that resonate with local audiences, align with global objectives, and support sales revenue targets
- Collaborate with sales teams on targeting, segmentation, and messaging to strengthen pipeline growth
- Build and maintain relationships with vendors and event organizers, including venue sourcing, branded merchandise, and collateral management
- Partner with APAC and global teams to support strategic initiatives and share best practices
- Localize global content and communications for Japanese audiences, including media outreach and digital channels
- Track, analyze, and report on campaign performance (KPIs), providing actionable insights and recommendations for optimization
- Manage and monitor the regional marketing budget, ensuring efficient use of resources

Key Responsibilities

- Drive brand awareness and customer engagement through localized marketing programs
- Align marketing initiatives with regional sales objectives
- Ensure consistency across APAC campaigns while tailoring messaging for Japan
- Continuously evaluate and refine marketing activities based on performance data

Qualifications

- Bachelor's degree in Marketing, Business, or related field
- Proven experience in marketing program management, ideally within APAC or Japan
- Strong communication and collaboration skills across cultures and functions
- Ability to manage multiple projects in a fast-paced environment
- Fluency in Japanese and proficiency in English

What We Offer

- Opportunity to shape marketing strategy in one of APAC's most dynamic markets
- Collaborative, international team environment
- Exposure to regional and global stakeholders

Required Skills

- - **Over 5+ years of experience** in marketing, events, or project management
 - Strong knowledge of both traditional and digital marketing channels
 - Skilled in CRM systems (ideally Salesforce) and marketing automation platforms
 - Solid understanding of demand generation, lead scoring, and campaign performance analytics
 - Proven project management abilities with a history of delivering results on time and within budget
 - Analytical thinker with strong attention to detail and process orientation
 - Proficient in leveraging AI-driven marketing tools
 - Digitally fluent across Microsoft Office, Google platforms, and design tools such as Adobe Suite and Canva
 - Background in B2B software, finance, or professional services marketing preferred
 - Excellent communication skills with the ability to manage stakeholders effectively
 - Highly independent, proactive, and resourceful in managing responsibilities
 - Fluent in written and spoken English and Japanese
 - Willingness to travel occasionally and flexibility to work after hours or on weekends to support events when required

Company Description