



Global Experiential Marketing Director - APAC / Japan based

Job Information

Hiring Company

Xsolla Japan

Job ID

1569512

Industry

Internet, Web Services

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

January 27th, 2026 00:00

General Requirements

Minimum Experience Level

Over 10 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

«Job Description & Position Highlights»

- Oversee over 250 events globally, primarily in APAC, planning and executing experiential marketing initiatives
- Assume a core position driving brand growth within the global gaming industry
- Lead from strategy development to ROI generation as a director role with significant autonomy
- Remote work available; enjoy flexible work arrangements and a global collaborative environment unique to foreign companies

【Job Responsibilities】

■ABOUT US :

Xsolla is a global commerce company with robust tools and services to help developers solve the inherent challenges of the video game industry. From indie to AAA, companies partner with Xsolla to help them fund, distribute, market, and monetize

their games. Grounded in the belief in the future of video games, Xsolla is resolute in the mission to bring opportunities together, and continually make new resources available to creators. Headquartered and incorporated in Los Angeles, California, Xsolla operates as the merchant of record and has helped over 1,500+ game developers to reach more players and grow their businesses around the world. With more paths to profits and ways to win, developers have all the things needed to enjoy the game.

*For more information, visit xsolla.com.

■ABOUT YOU :

We are looking for a Global Director of Experiential Marketing to join our fun, creative and global team here at Xsolla! In this leadership role, you will use your planning, organization and execution skills to help the company profitably grow through creation of interactive event-based activations at our global tradeshows, conferences and Xsolla produced events.

As Global Experiential Marketing Director at Xsolla, you will be integral in planning, creating and executing trade shows, conferences, Xsolla Connect Events for the company. You will be responsible for designing and curating experiences that highlight our core values and product suite geared towards accelerating growth for developers in the video game industry. You will take ownership of the larger scale event projects, with direct supervision from the Vice President of Experiential Marketing, and work alongside the Experiential Marketing, Regional Marketing, Product and BD teams to execute against our annual roadmap of 250+ events globally.

You will be responsible for the planning, budgeting, logistics and management required to successfully execute events globally, whether it be virtual, in person, or hybrid. You will assist in the management of the Experiential Marketing team with day to day tasks, project check ins, problem solving and helping the team to develop creative ideas and with general event execution tasks.

We are looking for an experienced, trustworthy, self-driven, motivated and accountable individual to support the event-based marketing efforts of the team while collaborating and integrating within the global company strategy.

When working within a team-based environment, you will be required to work with team members from different disciplines from around the world, agency partners and trade show producers, vendors, agencies and venues.

■Responsibilities :

- Support the VP of Experiential Marketing with all Xsolla trade shows, special events and experiential marketing activities
- Collaborate in a productive, open way to planning, selecting, negotiating, managing and measuring event-based marketing campaigns with the VP of Experiential Marketing and the wider Experiential Marketing team.
- Develop KPIs, manage the global event budget, and ensure every event wrap up reports is completed on time.
- Build comprehensive quarterly end-to-end plans with Experiential Marketing Event managers / coordinators and Project Manager for event-based marketing projects and related programs that will communicate and amplify our brand while delivering high quality leads for Xsolla globally
- Own and execute the largest scale events with Experiential Marketing Event managers / coordinators and Project Manager Facilitate scaling the Xsolla brand and company awareness through various digital, in person, and hybrid events
- Work with the Marketing (brand, PR, creative, social, CRM/email and strategy), Product, and Solution teams to demonstrate and promote our products and solutions in intelligent and innovative ways Ensure brand integration and consistency across all event platforms and activations including but not limited to working specialized internal and external resources for booth design, collateral creation & distribution, video content creation, social media promotion, lead tracking, lead nurturing campaigns and integration of speaking engagements at such events
- Create opportunities to gather, capture and validate new business leads through each event activation
- Deliver upon all aspects of event activations between customers and the company, and ensure a positive customer service experience
- Ensure our comprehensive dashboard of event ROI metrics is kept up to date with the marketing operations and analysts to communicate results for each event - communicated and tracked through our internal communications tools
- Integrate content from the overall marketing editorial calendar into each event
- Work with and manage video, photography, creative, venues, contractors and production companies to create content that can be utilized at each event and marketing campaigns

■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.

[Employment Type]

Full time

[Salary]

Based on experience and skill level

[Working Hours]

In accordance with company regulations

[Work Location]

Tokyo (Hybrid)

[Holidays & Leave]

In accordance with company regulations

[Benefits & Welfare]

In accordance with company regulations

Required Skills

[Qualifications & Skills]

- Bachelor's degree 10+ years of related professional Event Management Experience - agency, brand, technology, or related background 5+ years of experience and knowledge of working in the video game development and publishing industry or similar tech field
- Experience working with or for digital media agencies, trade show producers, and public relations agencies
- Significant and documented experience working and succeeding in a team-based environment.
- Experience of managing individuals or a team
- Demonstrable expertise in budgeting and managing projects to tight deadlines
- Demonstrable expertise in generating ROI from events and how to measure the success of eventsUnderstand the need for timely information, able to meet deadlines and manage own workloadStrong work ethic and exceptional attention to quality and detail is essential
- Ability to successfully participate and lead projects involving cross-functional teams.
- Ability to build successful client relationships. Established track record of driving revenue.
- Clear written and verbal communication skills.
- Strong customer service/interpersonal skills.
- Must be able to immediately handle a significant workload and effectively prioritize projects with a high degree of autonomy.
- 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 plansStrong live event & virtual management delivery skillsExperience working with Atlassian products such as Jira and Confluence, Google suite is beneficial
- 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

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.

By submitting your application, you consent to Xsolla conducting background checks, where permitted by law, after the final interview stage. All checks will comply with local regulations, and your information will be handled confidentially.

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.

Company Description