Marketer – Event Planning

Job Information

Recruiter
ReachExt K.K.

Job ID
1580186

Industry
IT Consulting

Job Type
Permanent Full-time

Location
Tokyo - Other Areas

Salary
Negotiable, based on experience

Refreshed
November 8th, 2026 00:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Key Responsibilities:

Brand Team-

• Plan and execute PR activities, including creating press releases, developing content, and building media relationships

• Develop and implement branding strategies, including media planning and creative concept development

• Conduct market research, including survey design, execution, and data analysis

• Manage and update the company website and social media channels

• Plan and manage digital marketing initiatives in collaboration with internal stakeholders

• Work closely with inside sales to support lead nurturing strategies

Event Team-

• Plan, prepare, and manage exhibitions, conferences, and seminars

• Oversee event operations, including logistics, coordination, and on-site management

• Support company-hosted events, including VIP visits

• Collaborate with Vietnam headquarters and internal executives for domestic and overseas events

• Participate in overseas exhibitions (including Vietnam) approximately once per year

Department Characteristics-

• The marketing department reports directly to the President, providing close exposure to management decision-making

• A compact team of approximately 10 members, offering opportunities to lead initiatives proactively

• Hands-on involvement across branding, digital marketing, seminars, and events

• Exposure to cutting-edge IT services, DX solutions, and in-house products

Required Skills

Required Qualifications:

Brand Team-

• Experience in media planning

• Experience in creative concept development

• Experience in survey design and data analysis

• Applicants with only social media marketing experience are not eligible

Event Team-

• Experience planning and managing events, especially exhibitions and conferences

General-

• Bachelor’s degree or higher

Company Description