Marketing Manager

Job Information

Recruiter
ReachExt K.K.

Job ID
1580187

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 10 years

Career Level
Executive

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:

1. Strategic Marketing & Go-To-Market:

• Develop mid- to long-term marketing strategies for the Japanese market aligned with overall business strategy

• Define and strengthen brand positioning in a competitive landscape of global IT and consulting firms

• Plan and execute Go-To-Market strategies for: o Digital Transformation (DX) o AI / Data / Cloud o Software Development & System Integration

• Collaborate closely with sales, pre-sales, and delivery teams to ensure marketing drives tangible business outcomes

2. B2B Demand Generation / Lead Generation:

• Plan and execute B2B marketing initiatives, including: o Lead generation campaigns o Account-Based Marketing (ABM) for enterprise clients o Seminars, webinars, workshops, and major exhibitions (e.g., Japan IT Week, CEATEC)

• Design and manage marketing funnels (MQL / SQL) in collaboration with sales

• Monitor and continuously improve lead quality and conversion rates 3. Branding & Corporate Marketing

• Manage brand presence in the Japanese market across: o Corporate website (Japanese) o Company profiles, brochures, and proposal materials o Press releases, PR activities, and media relations

• Ensure messaging aligns with Japanese business culture (trust, quality, long-term partnership)

• Coordinate with advertising agencies, media, and external vendors as required

4. Content Marketing & Thought Leadership:

• Define and oversee content strategy, including: o Case studies o White papers o Industry insights related to DX, AI, cloud, and offshore IT services

• Establish thought leadership through: o Executive interviews o Industry commentary and insight articles o Co-created content with global partners (e.g., cloud and technology partners)

• Maintain high-quality, value-driven content for Japanese enterprise customers

5. Digital Marketing & Analytics:

• Manage digital channels: o Website & SEO o LinkedIn (B2B focus) o Email marketing

• Analyze marketing performance using data and dashboards

• Promote and optimize the use of CRM and marketing automation tools (e.g., HubSpot, Salesforce)

6. Marketing Organization Management:

• Lead and develop the marketing team, including internal members and external vendors

• Define and manage KPIs / OKRs for the marketing function

• Control and optimize the marketing budget

• Report regularly to Japan management and global headquarters

Required Skills

Requirements-

Mandatory:

• 8+ years of marketing experience

• 3+ years of management experience (manager or department head level)

• Strong B2B marketing background • Japanese language: Business level (Native or JLPT N1 equivalent)

• Bachelor’s degree or higher

Preferred Experience:

• IT services, system integration, software development, outsourcing, consulting, or DX-related industries

• Experience in PR and corporate branding within the IT services sector

• Strong understanding of enterprise B2B purchasing processes in Japan

• Experience collaborating closely with sales and senior stakeholders

• Strategic thinking, stakeholder management, and executive presentation skills

• Knowledge of global delivery or offshore IT models

Language & Cultural Skills:

• English: Business level (for communication with global headquarters)

• Strong understanding of Japanese corporate culture and customer expectations

Company Description