



Marketing Manager

Start-up Company in Fintech.

Job Information

Recruiter

JAC International Co., Ltd.

Hiring Company

JAC International

Job ID

1586783

Industry

Other (IT, Internet, Gaming)

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

7.5 million yen ~ 11 million yen

Refreshed

April 15th, 2026 17:28

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Technical/Vocational College

Visa Status

Permission to work in Japan required

Job Description

Key Responsibilities

- Lead GTM Strategy: Own product launches in Japan from concept to execution, ensuring all marketing materials align with brand identity and resonate with local audiences
- Content Localization: Work with HQ creative teams to develop and adapt promotional materials for the Japanese fintech

market

- Brand Communication: Develop and implement communication plans to boost brand awareness and drive lead conversion for payment and SaaS offerings
 - Social Media Management: Oversee LINE and other relevant platforms, ensuring effective messaging and engagement
 - Business Development Support: Collaborate with BD teams to identify merchant and partner opportunities, plan events, and create sales enablement materials
 - Content Oversight: Audit website and social media content to ensure alignment with industry trends and audience expectations
 - Campaign Analytics: Monitor marketing performance using analytics tools and refine strategies to meet KPIs
 - Crisis Management: Respond promptly to incidents with support from external agencies to protect brand reputation
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Required Skills

- Native-level Japanese and strong English communication skills
 - Proven success in fast-paced fintech or SaaS environments
 - Familiarity with Japan's payments industry, market trends, and regulatory landscape
 - B2B marketing experience preferred
 - Experience managing social media and working with external agencies
 - Strong cross-functional collaboration skills across BD, Product, and Creative teams
 - Analytical mindset with the ability to translate data into actionable insights
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Company Description