



## 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

June 10th, 2026 07:00

### 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