



Regional Marketing Expert

Job Information

Hiring Company

EcoVadis

Subsidiary

EcoVadis Japan K.K.

Job ID

1586807

Industry

Software

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Non-Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chiyoda-ku

Train Description

Yurakucho Line, Kojimachi Station

Salary

9 million yen ~ 11 million yen

Refreshed

May 13th, 2026 17:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Fluent (Amount Used: English usage about 50%)

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Work smart, have fun and make an impact!

EcoVadis is the leading provider of business sustainability ratings. Our solutions are backed by an international team of experts and powerful technology. We analyze data and build sustainability scorecards that give companies actionable insights into their environmental, social and ethical risks.

Why apply to EcoVadis? Be a part of the global sustainability change in business. Grow your career. Work with extraordinary people. Feel valued for your contribution.

Learn more about our team and culture on EcoVadis careers page.

Job Description

Through expert communication, our Marketing department fosters global awareness and an understanding of sustainability, motivating organizations to begin or advance their transition toward sustainable business practices.

We are looking for a dynamic and seasoned Regional Marketing Expert based in Tokyo to support our international growth within Japan.

In this role, you will lead the development and execution of a comprehensive marketing plan for the Japanese market, utilizing both local insights and central corporate resources to achieve regional targets. Your responsibilities will encompass sector-specific campaigns and a diverse event marketing portfolio, including webinars, internal and external conferences, and specialized intimacy events.

As we deeply integrate AI into our marketing processes, we seek a candidate who is adept at using these tools daily to enhance efficiency and deliver superior results.

What you will be doing:

- Build and implement regional marketing strategy for Japan leveraging all marketing channels to drive customer acquisition and pipeline growth
- Align and collaborate with our GTM/Sales leaders and central marketing teams to develop regional priorities and multi-channel marketing programs in line with our pipeline revenue needs
- Monitor and report on performance of regional marketing programs with sales. Adjust plan and recommend innovative and creative marketing approaches for revenue growth
- Be an expert on the regional market, customer and external environment including regulation, competition and trends to adapt regional marketing strategies and identify new opportunities - with a strong focus on Japan
- Plan & execute marketing programs & events (trade shows, conferences, industry meetings, roundtables, etc.) for Japan
- Manage regional marketing budgets, ensuring efficient allocation of resources and return on investment
- Be the voice of the customer and region to provide guidance of product roadmap, messaging and positioning with solutions marketing
- Develop excellent relationships with key stakeholders, including regional Sales leadership, partners, and customers
- Maintain relationships with external customers, partners, agencies, and contractors to deliver a full brand experience
- Collaborate with the PR team to localize the press releases, prepare locally initiated press releases for a distribution and social channels such as LinkedIn.
- The role will be responsible for driving regional numbers through an integrated regional marketing plan leveraging local and central resources.
- As a high-growth business, you may contribute to other projects as the need arises.
- Use AI-powered tools and insights to enhance campaign performance, accelerate content creation, and improve targeting, segmentation, and personalization across channels
- Experiment with emerging AI capabilities to optimize marketing efficiency, speed to execution, and pipeline impact, sharing learnings with the wider team

Required Skills

- Bachelor or Masters degree in marketing or communication,
- 5+ years of experience in regional marketing in B2B SaaS, SMB or marketplace solutions.
- Disciplined in data-driven marketing, leveraging analytics and AI to monitor KPIs, uncover insights, and drive measurable ROI
- Growth mindset and a team player with the motivation to help others solve problems.
- A self-starter and independent, while excelling at cross-functional collaboration and alignment.
- Experience working on corporate events as well as industry conferences, roadshows, workshops and more.
- Experience with marketing automation tools and CRM (Salesforce and HubSpot), social media platforms, and mastery of standard office tools (Microsoft/ Google Office).
- Strong project management skills and attention to detail.
- Exceptional verbal and written communication skills in Japanese and English is essential..
- Experience with procurement, sustainability, or compliance-related solutions is a significant plus.
- Comfortable using AI tools (e.g. for content creation, campaign optimization, data analysis) and curious to continuously explore how AI can improve marketing outcomes
- Open to experimentation and adopting new technologies that increase speed, efficiency, and impact

Company Description