



Category Marketing Manager

A World-Class Global Electronics Company

Job Information

Recruiter

JAC International Co., Ltd.

Hiring Company

Global Electronics Company

Job ID

1589229

Industry

Electronics, Semiconductor

Company Type

Large Company (more than 300 employees) - International Company

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Salary

12 million yen ~ 19 million yen

Salary Bonuses

Bonuses included in indicated salary.

Refreshed

May 29th, 2026 03:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level

Native

Minimum Education Level

Technical/Vocational College

Visa Status

Permission to work in Japan required

Job Description

This role sits at the center of one of the most critical growth pillars of the Japan B2B organization and is a major focus area for continued investment and expansion. The Category Marketing Manager plays a pivotal role in driving rapid growth, increasing market share, and expanding the overall market, while contributing to the transformation of modern workstyles in

Japan.

In addition to full ownership of this core business area, the position also carries end-to-end responsibility for an adjacent category and serves as the category lead. The role partners closely with cross-functional teams including the APAC regional B2B organization, Japan B2B sales, B2B marketing, supply chain, finance, and other key stakeholders to translate category strategy into execution.

This position leads the development and delivery of the full marketing mix, including pricing, promotion, placement, and portfolio strategy, to ensure achievement of ambitious category targets. Success in this role requires strong integrated thinking, a high level of ownership, and a self-driven mindset suited to fast-paced, high-growth environments.

The role reports directly to the Japan General Manager.

Required Skills

- 5+ years of experience in B2B product marketing, ideally within hardware or technology-driven solutions
- Proven experience owning and managing a specific category or product portfolio with full P&L responsibility and leadership across the full marketing mix
- Confident and compelling evangelist for the company's solutions, promoting innovative workstyles and value creation in the market
- Strong experience developing end-to-end marketing strategies, including integrated marketing plans and 360-degree campaigns
- Demonstrated success in brand development, strategic recommendations, and scaling a product or solution through well-executed go-to-market plans
- Deep passion for B2B customer needs and an understanding of complex business dynamics
- Strong ability to analyze B2B customer and partner preferences, behaviors, and insights to inform pricing, promotion, placement, and portfolio decisions
- Excellent communication and presentation skills, with the ability to influence brand and category strategy across the organization
- Strong data analysis and insights capability to support decision-making and performance tracking
- Proven leadership skills with the ability to build strong internal and external relationships while operating effectively within a global team
- Ability to work both independently and collaboratively across diverse, cross-functional, and geographically distributed teams
- Strong strategic thinking, problem-solving, influencing, and decision-making capabilities
- Organizational awareness and the ability to navigate and drive results within a matrix organization
- Creative mindset with strong writing and storytelling skills
- Team-oriented, proactive communicator with strong self-management and self-starter mentality
- Full professional fluency in English, both written and verbal, is required

Company Description