

Marketing Communication Specialist

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Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
非公開

Job ID
1594207

Industry
Medical Device

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
6 million yen ~ 8 million yen

Work Hours
09:00 ~ 18:00

Holidays
詳細は求人ご紹介時にご案内いたします。

Refreshed
October 30th, 2026 04:00

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
High-School

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2360058】
Roles Responsibilities:

【Brand Communication Strategy】
・Develop and execute comprehensive marketing communication strategies aligned with corporate and product level goals.
・Ensure brand consistency across all touchpoints aligning messages with clinical evidence product value and company positioning.

・Strengthen brand identity through storytelling visual guidelines and thought leadership initiatives.
【Content Development Management】
・Create high quality content across multiple formats: brochures product leaflets website copy social media posts newsletters videos case studies and doctor facing educational materials.
・Manage editorial calendars and collaborate with internal teams and KOLs to produce clinically accurate compelling content.
・Localize and adapt global content for regional or country specific use.
【Event Planning Execution】
・Plan organize and support key events including conferences exhibitions workshops KOL seminars and product launch events.
・Coordinate with sales clinical and global teams to deliver high quality brand aligned experiences.
・Manage event budgets logistics speaker coordination booth designs and post event evaluations.
【Public Relations External Communications】
・Initiate and manage PR activities media outreach and press releases to build brand credibility.
・Maintain strong relationships with media outlets influencers clinics and medical organizations.
・Serve as the communication point for announcements crisis communication needs and corporate statements.
【Cross Functional Collaboration】
・Work closely with product marketing clinical regulatory and global HQ teams to ensure message accuracy and alignment.
・Support sales teams with marketing assets presentation materials and customer facing communication tools.
・Collaborate with agencies and creative partners for video production design projects and advertising campaigns.
【Analytics Reporting】
・Track key KPIs including brand engagement campaign ROI lead performance and event metrics.
・Provide regular performance reports and propose data driven improvements.

Required Skills

Required qualifications:
・Experience in medical aesthetic devices or energy based technologies（laser RF ultrasound etc.）.
・Understanding of medical terminology regulatory considerations and doctor facing communication.
・Experience working in multinational environments with global HQ.
・Video production or graphic design skills are a plus.
・Bachelor’s degree in marketing or related field.
・Fluency in Japanese and English.

Company Description

ご紹介時にご案内いたします