



広報 Marketing Promotion Specialist

三菱ふそうトラック・バス株式会社での募集です。 広報・CSRのご経験のある方は...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

三菱ふそうトラック・バス株式会社

Job ID

1596783

Industry

Automobile and Parts

Company Type

International Company

Job Type

Permanent Full-time

Location

Kanagawa Prefecture

Salary

5 million yen ~ 9 million yen

Work Hours

08:00 ~ 17:00

Holidays

【有給休暇】有給休暇は入社時から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 1月~6月入社の場合は1...

Refreshed

June 11th, 2026 15:47

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2386535】

【仕事内容 / Job Description】

Main Task:

- ・ Plan/ idealize organize and implement events such as product launches trade shows conferences and promotional activation.
- ・ Develop and implement promotional strategies to increase event attendance and brand visibility.

- Coordinate with service providers and internal teams to ensure smooth events and project operations.
- Create marketing materials and sales tools and be able to derive marketing intelligence and customer voice research on the effective usage of marketing tools
- Collaborate with other teams in the department (sales digital media and brand management) on coordinated marketing promotional activities.
- Support with International and Domestic Marketing activities.
- Prepare strategic planning preparations and post event reports.
- Maintain relationships with business partners and stakeholders.

【部署の紹介 / Department Introduction】

The Marketing Activation Team is responsible for global promotional activities for FUSO products and services. As a member of the team the candidate's primary responsibility is to organize and execute promotional activities ensuring initiatives are successful and cost effective by paying attention to budget and time constraints. Activities include but are not limited to product launches trade shows and sales promotion tools creation. These activities directly impact FUSO's global sales and overall brand image. In the performance of the job constant communication with various stakeholders e.g. marketing agencies and external service vendors/ suppliers is necessary. Candidate must understand marketing and promotions techniques and help support in developing the team strategy.

The Global COM Marketing Department is made up by 6 different teams which includes the Marketing Activation Team. The team is mainly responsible for promotion and touchpoints activities for the FUSO Brand in engaging Customers general public and other stakeholders.

Required Skills

Required Skills Qualifications

- Bachelor's degree in a marketing communications or related field (or equivalent experience)
- 3 5 years of experience in marketing event planning and management or promotions role.
- Strong multitasking and organizational skills.
- Creative mindset with attention to detail.
- Excellent communication and interpersonal skills.
- Ability to work under pressure and meet tight deadlines.
- Proficiency in Microsoft Office (PowerPoint Excel) . Marketing tools knowledge is a plus.

Language

English: Business Japanese: Business

Company Description

- トラック・バスの開発、製造、販売、輸出入