



## Field Marketing Manager

### Job Information

**Recruiter**

JAC International Co., Ltd.

**Hiring Company**

Global Communications AI platform

**Job ID**

1597253

**Industry**

Internet, Web Services

**Company Type**

Small/Medium Company (300 employees or less) - International Company

**Non-Japanese Ratio**

Majority Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

13 million yen ~ 18 million yen

**Salary Bonuses**

Bonuses paid on top of indicated salary.

**Refreshed**

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### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Daily Conversation (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

**Key Responsibilities****Go-to-Market Execution**

Lead and execute the Japan field marketing strategy across the full funnel, from brand building and PR to pipeline creation, acceleration, and deal support. Deliver integrated campaigns across digital and offline channels, run executive engagement initiatives, and drive partner marketing programs that create joint opportunities and strengthen market presence.

**Demand Generation and Pipeline Growth**

Plan and deliver a mix of programs such as events, webinars, outbound campaigns, and account based initiatives to generate and progress pipeline. Collaborate closely with sales teams to ensure strong lead follow up, improve conversion, and support late stage deals with targeted activities and localized content tailored to the Japanese market.

**Data, Insights, and Optimization**

Use data and AI driven tools to improve targeting, personalization, and campaign performance. Track results, share insights with stakeholders, and continuously refine strategies based on performance. Support marketing systems and processes to ensure accurate data, efficient workflows, and effective use of automation.

**Collaboration and Stakeholder Management**

Act as a key partner to the Japan sales team and a bridge to regional and global marketing. Align plans with market needs, contribute to broader program development, and manage agencies and external partners to deliver high quality programs on time and within budget.

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**Required Skills****Qualifications (Key Requirements)**

- 7–10 years of experience in B2B field marketing, demand generation, or integrated marketing, with a strong track record in Japan
  - Proven ability to design and execute end-to-end marketing programs that drive pipeline and revenue
  - Strong commercial mindset with experience aligning marketing closely to sales goals and outcomes
  - Experience working with sales and SDR teams to support pipeline growth and deal progression
  - Hands-on experience with events, account based marketing, and enterprise or mid-market targeting
  - Proficiency in marketing automation and CRM tools, with a data-driven approach to performance and optimization
  - Strong collaboration and stakeholder management skills in cross-functional environments
  - Fluent in Japanese and business-level English, with a deep understanding of Japanese business culture
  - Willingness to travel as needed within Japan and across the region
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**Company Description**