



Field Marketing Manager

Job Information

Recruiter

[JAC International Co., Ltd.](#)

Hiring Company

Global Communications AI platform

Job ID

1597254

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

June 16th, 2026 11:21

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.

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
-

Company Description