



Understanding People

Senior Marketing Manager / シニアマーケティング責任者

Strategic leadership role

Job Information

Recruiter

Specialized Group

Job ID

1597329

Industry

Software

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

Negotiable, based on experience

Refreshed

June 17th, 2026 13:24

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Senior Marketing Manager - AI US Market シニアマーケティングマネージャー AI US市場

Our client, an AI research and product development company, is seeking a Senior Marketing Manager for the US market to lead the global launch of a category-defining AI product. This role offers the unique opportunity to design and execute comprehensive marketing strategies, influencing the product's direction from its launch phase.

Key Responsibilities:

- Design and execute product PR and content strategies
- Analyze market trends and provide strategic recommendations
- Plan and drive initiatives for market penetration
- Collaborate with external partners for marketing initiatives

- Build data-driven frameworks for customer acquisition
- Lead branding and direct response marketing strategies
- Manage budget and team for high-growth product marketing

Qualifications:

- Fluent English proficiency
 - Business-level Japanese proficiency
 - Experience as a Marketing Manager for consumer digital products
 - Ability to gather information and engage in discussions in English
 - Experience with digital marketing strategies in the US market
 - Experience leading marketing strategy for early-stage products
 - Budget management and team management experience
 - Ability to formulate content strategies for tech products
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Company Description