



【1000～2000万円】Marketing Director

インフォアジャパン株式会社での募集です。商品企画・開発（マーケティング）のご...

Job Information

Recruiter

JAC Recruitment Co., Ltd.

Hiring Company

インフォアジャパン株式会社

Job ID

1601330

Industry

Software

Company Type

International Company

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards

Salary

10 million yen ~ 20 million yen

Work Hours

09:00 ~ 18:00

Holidays

【有給休暇】有給休暇は入社後6ヶ月目から付与されます 入社7ヶ月目には最低10日以上 【休日】完全週休二日制 土 日 祝 日 完...

Refreshed

August 20th, 2026 23:00

General Requirements

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

【求人No NJB2392854】

The Marketing Director for Japan will lead the development and execution of the regional marketing strategy to drive pipeline accelerate growth and support Infor's commercial objectives. This role oversees all integrated marketing activities for the Japan market • demand generation digital marketing ABM PR/AR ensuring alignment with global strategy and tight coordination with Sales.

Reporting into the APAC Marketing organization this leader will partner closely with the Japan President and senior sales stakeholders collaborating across global marketing teams to deliver high impact data driven programs that build awareness generate demand and strengthen Infor's brand in the region.

A Typical Day in the Life Includes:

Shape and execute Japan's go to market and integrated marketing plans aligning with sales targets and regional growth priorities.

Work closely with APAC and global marketing teams to ensure consistency share best practices and drive cohesive execution.

Lead market research and customer segmentation to refine messaging targeting and channel strategy.

Design and execute full funnel programs • including digital webinars and content to engage prospects across all stages.

Drive multi channel lead acquisition and nurturing programs ensuring strong pipeline creation and effective sales handoff.

Partner with global teams to deliver ABM programs for high value accounts in Japan.

Oversee SEO/SEM content strategy and digital campaign optimization to maximize traffic engagement and conversions.

Ensure consistent brand positioning and manage local PR initiatives including agency oversight and media engagement.

Required Skills

Basic Qualifications:

Experience of multi channel B2B enterprise SaaS marketing experience.

Experience leading demand generation and integrated marketing programs.

Be a strategic thinker paired with hands on execution capability.

Have a data driven mindset with experience managing full funnel campaigns and demonstrating ROI.

Advanced stakeholder management abilities influencing and relationship building abilities.

Experience with Pardot Demandbase and / or Salesforce is desirable.

Company Description

各種エンタープライズ・ソリューションの販売、導入、コンサルティング