

【八王子】マーケティング※主力製品のマスマーケット拡販

キーサイト・テクノロジー株式会社での募集です。 代理店営業のご経験のある方は歓...

Job Information

Recruiter
JAC Recruitment Co., Ltd.

Hiring Company
キーサイト・テクノロジー株式会社

Job ID
1603942

Industry
Electronics, Semiconductor

Company Type
International Company

Job Type
Permanent Full-time

Location
Tokyo - Other Areas

Salary
7.5 million yen ~ 17 million yen

Holidays
【有給休暇】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 GW 夏季休暇 年末年始 有給休暇：初年度は…

Refreshed
October 31st, 2026 14:00

General Requirements

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

【求人No NJB2355793】
■オシロスコープなどのメイン製品のマーケターとして以下の業務をお任せいたします。
・日本全国のエンジニアにキーサイト製品を使っていただくため、マスマーケット向けに製品戦略の立案
・代理店と協力し拡販。リード獲得を目指していく。

■Responsibilities
Analyze customer segments market conditions internal strengths and weaknesses and competitive landscapes to identify growth opportunities. Define
key success factors to drive business expansion and develop and execute effective marketing programs.

Define target personas within strategically selected customer segments and design marketing programs aligned with their awareness levels and buying
journey stages. Execute these programs to support conversion and pipeline development.
Drive business growth across Japan especially for a broad base of small to mid sized accounts distributed across regions. Lead initiatives to expand
Keysight’s electronic measurement business within these customer segments.
By leveraging Japan’s broad network of distributor partners and executing joint programs we will expand the business.
In the longer term we aim to drive order growth in the Digital / Photonics market through marketing programs.

Required Skills

Bachelor’s degree or higher in a science or engineering field
Minimum of 3 years of professional experience in marketing
Hands on experience with marketing CRM and business analytics tools（e.g. Eloqua Salesforce DOMO）
PC Skills: Microsoft Excel PowerPoint Word

o歓迎要件
・Management Experience
・B to B Sales（especially internal sales）Experience
・Data Analytics Skill
・Electronics Test and Measurement knowledge

Company Description

電子計測器の開発・製造・販売、ソリューションの提供、サポート等