

【Japan + Korea】 Marketing & Communication Specialist

Korea & Malaysia Work Trips | Flex Time

Job Information

Hiring Company

Biesse Japan K.K.

Job ID

1604755

Industry

Machinery

Company Type

International Company

Job Type

Permanent Full-time

Location

Osaka Prefecture

Salary

5 million yen ~ 6 million yen

Refreshed

September 1st, 2026 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level (Amount Used: English usage about 25%)

Minimum Japanese Level

Native

Other Language

Korean - Basic

Good to have, not mandatory

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

OVERVIEW:

The Marketing & Communications Specialist is responsible for executing marketing, communications, lead generation, event, and customer engagement activities across Japan and Korea. This is a hands-on role suited for a marketing professional with a minimum of 5–6 years of experience who can independently manage projects while working closely with Sales, customers, dealers, media, and the regional marketing team. The successful candidate will play a key role in increasing brand visibility, generating customer engagement, supporting business growth, and ensuring that Biesse's global marketing initiatives are effectively adapted and executed in Japan and Korea. This position requires a strong understanding of Japanese and Korean business cultures, excellent interpersonal skills, and the ability to build relationships with both internal and external stakeholders.

KEY DUTIES & RESPONSIBILITIES:

Marketing Campaigns & Lead Generation

- Execute local marketing campaigns aligned with company objectives and sales priorities
- Support lead generation initiatives across digital and offline channels
- Maintain marketing and campaign data within CRM systems

Digital Marketing

- Support email marketing campaigns and marketing automation activities
- Coordinate local social media content planning and publishing
- Monitor and report marketing campaign performance and key metrics

Events & Exhibitions

- Plan, coordinate, and execute customer events, open houses, seminars, webinars, trade shows, and industry exhibitions
- Liaise with vendors, suppliers, exhibition organisers, agencies, and local partners
- Manage event logistics, timelines, promotional activities, and post-event reporting
- Support customer visits when required

Communications & Content

- Create and localise marketing materials, customer success stories, presentations, website content, and social media posts
- Adapt global marketing content for Japanese and Korean audiences while maintaining brand consistency
- Coordinate translation and proofreading of marketing materials
- Support public relations activities and media engagement opportunities

Budget & Administration

- Support marketing budget tracking and expense monitoring
- Manage purchase requisitions, vendor coordination, and administrative processes related to marketing activities
- Ensure projects are completed within agreed timelines and budgets

SALARY PACKAGE

Annual Basic Salary: JPY 5,000,000 – JPY 6,000,000

Variable Performance Bonus: One (1) month basic salary (on-target payability)

EMPLOYEE BENEFITS

- o Company mobile, phone number, laptop is provided
- o Monthly vehicle allowance of JPY50,000
- o Flexible working hours

Start Times

1. 8:00 am
2. 8:30 am
3. 9:00 am
4. 9:30 am
5. 10:00 am

End Times

1. 5:00 pm
2. 5:30 pm
3. 6:00 pm
4. 6:30 pm
5. 7:00 pm

o Hybrid working arrangement (1 day of remote work per week – T&C applies)

o Leave entitlements

Leave Type:

Annual Leave

0.5 – 2 years

15 days

3 – 5 years

18 days

6 years and above

21 days

Compassionate Leave – Immediate Family Members

(Spouse, Child, Parents, Siblings)

5 days

Compassionate Leave – Non-Immediate Family Members

(Parents-in-law, Grandparents)

3 days

Calamity Leave

4 days

Medical Leave

14 days

Hospitalization Leave

30 days

Public Holidays

16 days

Required Skills

Experience

- Minimum 5-6 years of experience in B2B marketing, communications, events, or related marketing roles
- Experience in independently managing marketing projects and campaigns
- Experience organising trade shows, customer events, seminars, or exhibitions
- Experience working in a Japanese and Korean business environment is preferred

Language Skills

- Native Japanese
- Business-level English, both written and spoken

- Conversational or business-level Korean is an advantage (not compulsory)

Location

- Must be based and legally entitled to work in Japan
- To be based in Osaka or closer to the office in Hirakata
- Able to travel to South Korea or any other location a few times per year

Note: The description provided above is not intended to be an exhaustive list of all job duties, responsibilities, and requirements. It is subject to change at any time by management, in line with organizational changes. Management may ask you to complete duties and responsibilities that you are reasonably capable of performing within your job scope and skill set at any time.

Company Description