



【Global IT Firm | Bilingual Hiring】 Senior Marketing Manager

Shibuya Scramble Square Office

Job Information

Hiring Company

International Data Corporation Japan

Job ID

1607334

Industry

Think Tank, Research Institute

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Shibuya-ku

Salary

Negotiable, based on experience

Work Hours

In accordance with company regulations

Holidays

In accordance with company regulations

Refreshed

September 9th, 2026 15:00

General Requirements

Minimum Experience Level

Over 6 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

About the Role & Team

Senior Marketing Manager, Japan — IDC Japan's tech and business landscape is moving fast, and IDC is at the center of it. We're looking for a bilingual marketing powerhouse to own the story we tell in this market — building IDC's brand, driving demand, and connecting our research and insights with the leaders shaping Japan's technology future. This is a high-visibility role for someone who wants ownership, not just execution. You'll set direction on campaigns and events, build relationships with top media and industry associations, and work shoulder-to-shoulder with senior stakeholders across Japan, APAC, and global teams. If you're energized by fast-paced B2B tech marketing, love blending strategy with hands-on execution, and want your work to directly fuel growth in one of the most dynamic markets in APAC — this is your seat at the table. You'll be based in our Shibuya Scramble Square office and report to the VP Marketing, Asia/Pacific & Japan. Fluency in both

Japanese and English (written and verbal) is a must

What You'll Do

- **Drive demand generation** — plan and execute integrated campaigns (events, email, paid search, social, content) that generate qualified leads and new business for Japan
- **Own the events strategy** — lead high-impact physical and virtual events that position IDC as the go-to thought leader and generate sales pipeline
- **Shape local market strategy** — identify growth opportunities in Japan and recommend plans that align with global priorities
- **Optimize digital presence** — grow [idc.com/jp](https://www.idc.com/jp)'s visibility and organic traffic through SEO and content collaboration with global teams
- **Lead social media & community engagement** — grow reach and engagement across LinkedIn, X, and YouTube
- **Build media & PR relationships** — represent IDC with local media and industry associations, localizing global PR strategy for Japan
- **Create on-brand marketing assets** — develop sales and marketing collateral (web content, case studies, infographics, event materials) aligned with global brand standards

Required Skills

What You Bring

- Ideally with a degree in Marketing disciplines or business-related degrees
- Minimum 8-10 years of marketing experience in B2B Marketing (SaaS, ITaaS, AI, Security, preferred).
- Professional fluency in both Japanese and English both written and verbal.
- Hands-on experience with modern marketing tools and workflows — e.g., Marketo/marketing automation, GA4, paid social platforms, AI-assisted content or campaign tools
- Comfortable testing, iterating, and launching campaigns quickly rather than following long planning cycles
- Understanding of localization and how cultural nuance shapes go-to-market strategy in Japan
- Experience in managing social media communities and digital channels is a strong plus
- Strong stakeholder management skills — able to work confidently across global, regional, and local teams, as well as with media and industry analysts
- Solid project management skills with a bias toward action and ownership
- Excellent communication skills and comfort working both independently and cross-functionally

Why This Role Stands Out

At IDC, your work helps shape how the world understands technology and where it goes next. You collaborate with curious, high-caliber colleagues who value rigor, integrity, and shared success. As the premier global provider of trusted technology intelligence, IDC equips business and technology leaders with the evidence they need to make confident decisions. Our insights inform strategy, investment, and innovation across industries and regions.

Recognized by IIAR as Analyst Firm of the Year for five consecutive years, IDC sets the standard for credibility and impact. With more than 1,000 analysts worldwide and a truly global perspective, we combine deep expertise with practical relevance. Here, your ideas matter, your voice is heard, and your contributions provide the insights leaders rely on every day. It is meaningful work, backed by a culture that supports growth, collaboration, and long-term career development with a globally respected brand.

What We Offer

- **Individualized Culture:** An environment where you can explore new areas outside your specialty and stay engaged with work you enjoy.
- **Hybrid Working:** Hybrid working with certain days in office per week/month required. (Depends on Team)
- **Time-off and holidays:** On top of your statutory holiday allowance and public holidays, IDC grants annually reviewed company-wide closures on 19 August (Unplug Day) and 24 December – 1 January inclusive (Global Shutdown) and a volunteering day.
- A position in a highly professional and globally respected market research and advisory firm, where initiative leading to results is rewarded.

Equal Opportunity Employer

IDC is committed to providing equal employment opportunities for all qualified persons. Employment eligibility verification required. We participate in E-Verify.

Company Description