MARKETING COORDINATOR, JAPAN (BILINGUAL JAPANESE – ENGLISH)

Job Information

Hiring Company
Intralink KK

Job ID
1611544

Industry
Business Consulting

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Minato-ku

Salary
4 million yen ~ 5 million yen

Work Hours
In accordance with company regulations

Holidays
20 days

Refreshed
September 17th, 2026 05:00

General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Fluent

Minimum Japanese Level
Fluent

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

Background

Intralink is a global business development consultancy specialising in developing and executing cross-border innovation and overseas market expansion strategies. We are looking for a passionate, collaborative and versatile Marketing Coordinator to join our global marketing team, based out of our Tokyo office.

In the role of Marketing Coordinator, you will be responsible for planning campaigns, organising events, creating digital content and analysing performance data. Through these activities you will work to maximise our exposure and to and raise our profile with potential clients (mostly large Japanese corporations) using a variety of marketing channels and tools.

You'll work alongside a diverse group of 180+ business development consultants. Over 36 years in the business, we've

helped more than 100 top Japanese corporates re-engineer their businesses, sustain and grow their levels of international competitiveness, and develop next-generation products and services. We've also helped over 1,500 western tech startups, scaleups and SMEs establish and grow in overseas markets, including Japan, generating hundreds of millions of dollars in sales for our clients.

This role is ideal for someone who wants to develop their marketing career working at a fast-growing B2B services company. It's also for someone who enjoys working in a multicultural, multilingual and a multinational environment. And it's for someone who's passionate about business, technology and cross-border collaboration.

What you'll be doing

As a Marketing Coordinator, you'll be supporting the overall process of planning and executing Intralink's Japan-focused marketing strategy through a combination of activities, such as content campaigns, events, lead generation and analytics. You'll be an integral part of our Tokyo team, working to promote our services and raise our profile in Japan, while also collaborating with our global marketing team on activities spanning Asia, Europe and North America.

And you need to be flexible, resourceful and adaptable for new ideas, opportunities and challenges while carrying out a well-defined plan using our tried-and-tested methods with the global marketing team. We also expect you to bring your talents, ideas and opinions to the table to help us grow as a team.

Required Skills

Your day-to-day responsibilities will include:

- Producing Japanese content for the website, emails, newsletters and social media
- Managing the company's sales & marketing materials such as presentation decks, flyers, infographics, etc.
- Supporting and facilitating online/offline events, partner events, trade shows
- Managing relationships with relevant suppliers and partners
- Managing and analysing relevant sales and marketing data via our CRM (Salesforce) and marketing platform (HubSpot)
- Attending relevant 3rd party events for the purposes of networking and meeting with prospective clients and partners
- Supporting the company with other sales, marketing and operational initiatives as may be reasonably requested by your manager.
- Keeping records and ensuring that the directors of Intralink are kept informed of your activities
- Staying abreast of developments in our industry and relevant international markets, such as Japan, Europe, North America, etc.

You'll be part of a growing, employee-owned company that, above all, values honesty, dedication and excellence.

What you'll be getting

- Competitive salary (JPY 4-5m), and vacation, plus flexible working arrangements
- Opportunities for growth and advancement within the company
- Global environment to work with an international team (30+ nationalities and counting!) within a diverse and open-minded company culture
- Opportunities to travel within Japan and potentially overseas
- Exposure to cutting-edge technologies addressing some of the world's most pressing issues - seeing how people, ideas and technologies from around the world come together
- Opportunity to gain deep understanding on innovation, revenue sourcing, and more widely corporate management, and to collaborate with relevant external partners and further expand your network

What you'll need

- Native spoken and written Japanese – to understand our audience and their business needs, and to communicate our core messaging effectively
- Fluency in English to communicate effectively with non-Japanese speaking colleagues
- An outgoing, sociable personality to build and manage professional relationships within and outside of the organisation
- A deep understanding of the Japanese business ecosystem – to identify the right companies and people that we are selling to
- A genuine interest in technology, sustainability and international business – to pitch Intralink confidently and passionately
- Proven experience in producing effective Japanese content such as a press releases, thought leadership articles, and delivering a successful business event in Japan
- 2+ years of business / marketing experience, ideally from the business consulting industry or a technology company
- Experiences and skills to design digital graphics including social media images, web banners, email layouts as well as physical materials like a flyer, preferably with a tool such as PPT, Canva, Photoshop
- Knowledge and experiences in use of marketing tools, such as LinkedIn, HubSpot etc.
- A university degree in business, management, or marketing
- Currently based in Japan

Company Description