Technical Marketing / 技術アライアンス・ビジネス展開に向けたテクニカルマーケティング担当

Wacom for a Creative World

Job Information

Hiring Company
Wacom Co., Ltd.

Job ID
1613022

Industry
Hardware

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards, Shinjuku-ku

Train Description
Marunouchi Line, Nishi Shinjuku Station

Salary
4.5 million yen ~ 6.5 million yen

Holidays
完全週休二日制（土日祝）、季節休暇等あり

Refreshed
October 29th, 2026 12:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level (Amount Used: English usage about 50%)

Minimum Japanese Level
Business Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

About the role:

A Technical Marketing role focuses on bridging the gap between technical product details and non-technical audiences, translating complex information into compelling marketing materials for mainly B2B customers. This often involves creating technical content, supporting product launches, and training sales teams. Key responsibilities include developing technical content like white papers and case studies, as well as conducting market research and competitive analysis.
This position provides opportunities to work with new technologies and grow through hands-on experience.

Key responsibilities:

・Create proposal materials based on Wacom technologies, tailored to each customer in alignment with business strategies
・Prepare, plan, manage, and execute customized exhibitions/events for B2B customers
・Develop use-case concepts and plan solution proposals for B2B customers
・Prepare demonstration items and arrange samples in accordance with presentation materials
・Manage partner companies, collaborate with them, and coordinate various activities
・Gather and summarize market and partner/competitor information together with insights shared within the team.
・Exchange and share information with internal and external stakeholders

Required Skills

< Essential / 必須スキルまたは実務経験 >

・Technical aptitude (5yrs+) / 技術に関わる業務経験（5年以上）
・Content creation / 資料作成経験
・Analytical skill / 分析力
・Collaboration skill / 他者を巻き込み、協業する力
・Language : English (listen, speak, read, write) / 英語力（ビジネスレベル / TOEIC700以上）

< Desirable / 歓迎するスキルまたは実務経験 >
・Experience in planning, proposal development, or related activities is a plus / 企画業務の経験
・Experience in customer-facing communication is a plus / 対顧客コミュニケーション経験
・Marketing-related experience is a plus / マーケティングに関連した経験
・Bachelor's degree with engineering background is a plus / エンジニアリング関連分野選考の学士号
・Language: Chinese(listen, speak, read, write) is a plus / 中国語でのコミュニケーション力

勤務地
東京オフィス（西新宿）※リモートワークと出社のハイブリッド勤務です

Company Description