

Marketing Manager

Job Information

Recruiter
JAC International Co., Ltd.

Hiring Company
Driving the Future of Collaborative Robotics and Autonomous Auto

Job ID
1623061

Industry
Other

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
Negotiable, based on experience

Refreshed
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General Requirements

Minimum Experience Level
Over 3 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Business Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

As a Marketing Manager, you will lead marketing strategy and execution in Japan, driving brand awareness, demand generation, pipeline growth, and business expansion across advanced automation and robotics solutions.

Working closely with Sales, APAC Marketing, Global Marketing, distributors, and channel partners, you will develop and execute integrated marketing programs that support sustainable growth and measurable business outcomes.

■Key Responsibilities
-Develop and execute Japan's marketing strategy and annual marketing plan.
-Drive demand generation activities that increase lead generation, pipeline growth, and sales opportunities.
-Manage integrated marketing campaigns across digital marketing, events, webinars, PR, content, and social media.
-Partner with Sales and global marketing teams to improve lead conversion and customer engagement.
-Manage marketing KPIs, budgets, performance metrics, and ROI.
-Localize global campaigns for the Japanese market.
-Support channel, distributor, and partner marketing initiatives.
-Manage external agencies and vendors to ensure effective campaign execution.

Employee Benefits:
#NAME?

Required Skills

-Bachelor's degree or equivalent professional experience.
-7+ years of B2B marketing experience.
-Experience within industrial automation, robotics, semiconductors, instrumentation, industrial equipment, manufacturing software, or related technology sectors.
-Proven experience in demand generation, lead management, and pipeline development.
-Strong understanding of marketing KPIs, analytics, and performance measurement.
-Experience executing integrated marketing programs across events, exhibitions, webinars, digital marketing, SEO/SEM, social media, and online lead generation.
-Strong project management, communication, and stakeholder management skills.
-Ability to work independently and manage multiple priorities.
-Fluent Japanese and business-level English communication skills.

Company Description

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We provide specialized proactive recruitment support tomultinational clients who are setting up new operations or areexpanding existing business and seeking further growth in theJapanese market.As the first Japanese recruitment company to set up operations in theUK in 1975, understanding foreign cultures is second nature to us.With our extensive global network and historically leading position asrecruitment consultancy to Japanese corporations, we have access toan unrivaled pool of bilingual Japanese and foreign professionals.Our professional consultants are experts in a range of Industries andfunctions and all have extensive multicultural experience.Based on JAC’s unique history, culture and market strength, JACInternational was founded to provide dedicated support to ourmultinational corporate clients in Japan.

JAC International Co., Ltd. is a wholly owned subsidiary of JAC Recruitment. Co., Ltd.