



Field and Partner Marketing Specialist

募集職種

採用企業名

エスエスアンドシー テクノロジー ホールディングス

支社・支店

SS&C Blue Prism

求人ID

1539934

業種

ソフトウェア

会社の種類

大手企業 (300名を超える従業員数) - 外資系企業

外国人の割合

外国人 少数

雇用形態

正社員

勤務地

東京都 23区

給与

600万円 ~ 800万円

更新日

2025年07月07日 01:00

応募必要条件

職務経験

3年以上

キャリアレベル

中途経験者レベル

英語レベル

ビジネス会話レベル

日本語レベル

ネイティブ

最終学歴

大学卒：学士号

現在のビザ

日本での就労許可は必要ありません

募集要項

About SS&C Blue Prism:

SS&C Blue Prism is a global leader in intelligent automation, pioneering the digital workforce revolution. We empower organizations to achieve more by delivering enterprise-grade, scalable automation and Process Orchestration solutions. Our technology orchestrates work across humans, AI, and digital workers to drive efficiency, innovation, and customer satisfaction.

The Opportunity:

We're looking for a high-performing, customer-centric, Field and Partner Marketing Specialist, for Japan, who is passionate about generating pipeline and growth through marketing programs that generate new prospects, upsell current customers, and tightly work with regional sales teams aligning with sales strategy. This role also requires Partner Marketing aspects to support planning and execution of partner enablement activity and partner GTM activities collaborating with the regional partner sales team.

Job Description:

Primary responsibilities of this role include regional marketing management tight alignment with sales – executing on and measuring demand generation programs that help the organization meet or exceed revenue goals.

This position will also work in partnership with partner sales teams to support the planning and execution of partner enablement activities and partner GTM activities.

Your Responsibilities:

- Management and execution of a portfolio of integrated marketing activities to achieve the greatest possible.
- Collaboration with cross-functional, global teams, including tight alignment with regional sales and partner teams.
- Communication of marketing campaigns, timings, and performance tracking to the marketing, management, sales, and partner teams.
- Tracking program ROI, with an acute ability to drill down on the performance of regional marketing activity as it relates to pipeline generated by marketing.
- Awareness of budget tracking and how it plays into the overall marketing plan.

Skills Required:

- Campaign plan and execution – rolling out campaigns and programs, regionally, with sales, to enable optimal lead follow-up and ROI.
- Lead management - tracking and reporting on marketing leads generated in region, holding sales accountable for follow-up and pipeline reporting.
- The ability to track program performance within an agreed set of parameters to specific KPIs.
- Customer marketing - including references, advocacy, and customer case studies. Working with the customer experience teams and account sales to gain insight into customer behaviors and matching activities to drive engagement.
- Event management, including the evaluation of potential events, execution, follow-up, tracking and reporting.

Collaboration

The Field and Partner Marketing Specialist will collaborate with:

- Central demand and campaigns teams to ensure regional requirements are accounted for and successfully executed.
- PR and social media to provide relevant regional context for marketing needs.
- BDR and sales teams to build strong relationships for establishing credibility.
- Partner team to execute joint marketing efforts with key partners.
- ABM team to ensure that a holistic strategy is effectively deployed while accounting for regional nuances.

Our Ideal Candidate:

Ideal background/ experience for this role:

- Three years' experience in B2B Marketing (ideally enterprise software).
- Proven track record with demand generation initiatives.
- Metrics-focused and detail-oriented with the ability to excel in a fast-paced environment.
- Highly motivated, self-starter who has the ability to get the job done.
- Strong interpersonal skills with a proven, demonstrated ability to work cross-functionally and build and maintain successful relationships internally and externally.
- Native-level Japanese is a must and Business level English is preferred.
- Highly proficient in MS Office (Word, Excel, and PowerPoint); CRM tools such as Salesforce.com; ERP tools (NetSuite) and project management tools (Asana).

