



Product Marketing Manager

Full Remote!
募集職種
人材紹介会社 株式会社 JAC International
採用企業名 Sales Intelligence Platform
求人ID 1555555
業種 ソフトウェア
会社の種類 中小企業 (従業員300名以下) - 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 ~ 1000万円
勤務時間 You can decide! Full Flex time!
更新日 2026年02月17日 06:00
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 流暢
最終学歴 短大卒：準学士号
現在のビザ 日本での就労許可が必要です

募集要項

- **Market Insights & Competitive Landscape**  
Conduct research on target markets and customer needs, analyze competitor offerings, and develop strategies to differentiate the product.

- **Product Positioning & Messaging**

Define the product's unique value proposition and craft compelling messaging tailored to key customer segments.

- **Go-to-Market Strategy & Execution**

Plan and implement launch strategies for new products and features, ensuring alignment with business objectives.

- **Stakeholder Enablement**

Develop training materials and resources for internal teams and external partners to support product understanding and adoption.

- **Sales & Marketing Collateral**

Create effective sales enablement tools and campaign assets to drive lead generation, improve conversion rates, and boost engagement among existing users.

- **Performance Analysis & Optimization**

Establish and monitor product KPIs (e.g., feature usage), analyze performance data, and propose actionable improvements.

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## スキル・資格

- Minimum of 2 years' experience in product marketing for SaaS or software solutions
- At least 2 years of marketing experience within IT or web-based industries
- Proven ability to collaborate within multinational, cross-functional teams (English fluency required)
- Strong skills in self-management and independent execution
- Excellent analytical and problem-solving capabilities

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## 会社説明