



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05月26日 12:00

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