



## Marketing Manager

### 募集職種

人材紹介会社  
リーチェクスト株式会社

求人ID  
1580187

業種  
ITコンサルティング

雇用形態  
正社員

勤務地  
その他東京

給与  
経験考慮の上、応相談

更新日  
2026年05月24日 00:00

### 応募必要条件

職務経験  
10年以上

キャリアレベル  
エグゼクティブ・経営幹部レベル

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  
日本での就労許可が必要です

### 募集要項

Key Responsibilities:

#### 1. Strategic Marketing & Go-To-Market:

- Develop mid- to long-term marketing strategies for the Japanese market aligned with overall business strategy
- Define and strengthen brand positioning in a competitive landscape of global IT and consulting firms
- Plan and execute Go-To-Market strategies for: o Digital Transformation (DX) o AI / Data / Cloud o Software Development & System Integration
- Collaborate closely with sales, pre-sales, and delivery teams to ensure marketing drives tangible business outcomes

#### 2. B2B Demand Generation / Lead Generation:

- Plan and execute B2B marketing initiatives, including: o Lead generation campaigns o Account-Based Marketing (ABM) for enterprise clients o Seminars, webinars, workshops, and major exhibitions (e.g., Japan IT Week, CEATEC)

- Design and manage marketing funnels (MQL / SQL) in collaboration with sales
- Monitor and continuously improve lead quality and conversion rates 3. Branding & Corporate Marketing
- Manage brand presence in the Japanese market across:
  - o Corporate website (Japanese)
  - o Company profiles, brochures, and proposal materials
  - o Press releases, PR activities, and media relations
- Ensure messaging aligns with Japanese business culture (trust, quality, long-term partnership)
- Coordinate with advertising agencies, media, and external vendors as required

#### 4. Content Marketing & Thought Leadership:

- Define and oversee content strategy, including:
  - o Case studies
  - o White papers
  - o Industry insights related to DX, AI, cloud, and offshore IT services
- Establish thought leadership through:
  - o Executive interviews
  - o Industry commentary and insight articles
  - o Co-created content with global partners (e.g., cloud and technology partners)
- Maintain high-quality, value-driven content for Japanese enterprise customers

#### 5. Digital Marketing & Analytics:

- Manage digital channels:
  - o Website & SEO
  - o LinkedIn (B2B focus)
  - o Email marketing
- Analyze marketing performance using data and dashboards
- Promote and optimize the use of CRM and marketing automation tools (e.g., HubSpot, Salesforce)

#### 6. Marketing Organization Management:

- Lead and develop the marketing team, including internal members and external vendors
- Define and manage KPIs / OKRs for the marketing function
- Control and optimize the marketing budget
- Report regularly to Japan management and global headquarters

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## スキル・資格

### Requirements-

#### Mandatory:

- 8+ years of marketing experience
- 3+ years of management experience (manager or department head level)
- Strong B2B marketing background • Japanese language: Business level (Native or JLPT N1 equivalent)
- Bachelor's degree or higher

#### Preferred Experience:

- IT services, system integration, software development, outsourcing, consulting, or DX-related industries
- Experience in PR and corporate branding within the IT services sector
- Strong understanding of enterprise B2B purchasing processes in Japan
- Experience collaborating closely with sales and senior stakeholders
- Strategic thinking, stakeholder management, and executive presentation skills
- Knowledge of global delivery or offshore IT models

#### Language & Cultural Skills:

- English: Business level (for communication with global headquarters)

- Strong understanding of Japanese corporate culture and customer expectations
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会社説明