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11月08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
ネイティブレベル

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

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

会社説明