



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06月07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

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