



## Marketing Manager

**Start-up Company in Fintech.**

### 募集職種

人材紹介会社

株式会社 JAC International

採用企業名

JAC International

求人ID

1586783

業種

その他 (IT・インターネット・ゲーム)

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 半数

雇用形態

正社員

勤務地

東京都 23区

給与

750万円 ~ 1100万円

更新日

2026年04月29日 00:00

### 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 (英語使用比率: 50%程度)

日本語レベル

ネイティブ

最終学歴

専門学校卒

現在のビザ

日本での就労許可が必要です

### 募集要項

#### Key Responsibilities

- Lead GTM Strategy: Own product launches in Japan from concept to execution, ensuring all marketing materials align with brand identity and resonate with local audiences
- Content Localization: Work with HQ creative teams to develop and adapt promotional materials for the Japanese fintech

market

- Brand Communication: Develop and implement communication plans to boost brand awareness and drive lead conversion for payment and SaaS offerings
  - Social Media Management: Oversee LINE and other relevant platforms, ensuring effective messaging and engagement
  - Business Development Support: Collaborate with BD teams to identify merchant and partner opportunities, plan events, and create sales enablement materials
  - Content Oversight: Audit website and social media content to ensure alignment with industry trends and audience expectations
  - Campaign Analytics: Monitor marketing performance using analytics tools and refine strategies to meet KPIs
  - Crisis Management: Respond promptly to incidents with support from external agencies to protect brand reputation
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#### スキル・資格

- Native-level Japanese and strong English communication skills
  - Proven success in fast-paced fintech or SaaS environments
  - Familiarity with Japan's payments industry, market trends, and regulatory landscape
  - B2B marketing experience preferred
  - Experience managing social media and working with external agencies
  - Strong cross-functional collaboration skills across BD, Product, and Creative teams
  - Analytical mindset with the ability to translate data into actionable insights
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#### 会社説明