



## Category Marketing Manager

### A World-Class Global Electronics Company

#### 募集職種

##### 人材紹介会社

株式会社 JAC International

##### 採用企業名

Global Electronics Company

##### 求人ID

1589230

##### 業種

電気・電子・半導体

##### 会社の種類

大手企業 (300名を超える従業員数) - 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, 港区

##### 給与

1200万円 ~ 1900万円

##### ボーナス

給与：ボーナス込み

##### 更新日

2026年05月01日 03:00

#### 応募必要条件

##### 職務経験

6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: 25%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

This role sits at the center of one of the most critical growth pillars of the Japan B2B organization and is a major focus area for continued investment and expansion. The Category Marketing Manager plays a pivotal role in driving rapid growth, increasing market share, and expanding the overall market, while contributing to the transformation of modern workstyles in

Japan.

In addition to full ownership of this core business area, the position also carries end-to-end responsibility for an adjacent category and serves as the category lead. The role partners closely with cross-functional teams including the APAC regional B2B organization, Japan B2B sales, B2B marketing, supply chain, finance, and other key stakeholders to translate category strategy into execution.

This position leads the development and delivery of the full marketing mix, including pricing, promotion, placement, and portfolio strategy, to ensure achievement of ambitious category targets. Success in this role requires strong integrated thinking, a high level of ownership, and a self-driven mindset suited to fast-paced, high-growth environments.

The role reports directly to the Japan General Manager.

---

## スキル・資格

- 5+ years of experience in B2B product marketing, ideally within hardware or technology-driven solutions
- Proven experience owning and managing a specific category or product portfolio with full P&L responsibility and leadership across the full marketing mix
- Confident and compelling evangelist for the company's solutions, promoting innovative workstyles and value creation in the market
- Strong experience developing end-to-end marketing strategies, including integrated marketing plans and 360-degree campaigns
- Demonstrated success in brand development, strategic recommendations, and scaling a product or solution through well-executed go-to-market plans
- Deep passion for B2B customer needs and an understanding of complex business dynamics
- Strong ability to analyze B2B customer and partner preferences, behaviors, and insights to inform pricing, promotion, placement, and portfolio decisions
- Excellent communication and presentation skills, with the ability to influence brand and category strategy across the organization
- Strong data analysis and insights capability to support decision-making and performance tracking
- Proven leadership skills with the ability to build strong internal and external relationships while operating effectively within a global team
- Ability to work both independently and collaboratively across diverse, cross-functional, and geographically distributed teams
- Strong strategic thinking, problem-solving, influencing, and decision-making capabilities
- Organizational awareness and the ability to navigate and drive results within a matrix organization
- Creative mindset with strong writing and storytelling skills
- Team-oriented, proactive communicator with strong self-management and self-starter mentality
- Full professional fluency in English, both written and verbal, is required

---

## 会社説明