



Field Marketing Manager

募集職種

人材紹介会社

株式会社 JAC International

採用企業名

Global Communications AI platform

求人ID

1597254

業種

インターネット・Webサービス

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 少数

雇用形態

正社員

勤務地

東京都 23区

給与

1300万円 ~ 1800万円

ボーナス

固定給+ボーナス

更新日

2026年06月16日 11:21

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

日常会話レベル (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

Key Responsibilities

Go-to-Market Execution

Lead and execute the Japan field marketing strategy across the full funnel, from brand building and PR to pipeline creation, acceleration, and deal support. Deliver integrated campaigns across digital and offline channels, run executive engagement initiatives, and drive partner marketing programs that create joint opportunities and strengthen market presence.

Demand Generation and Pipeline Growth

Plan and deliver a mix of programs such as events, webinars, outbound campaigns, and account based initiatives to generate and progress pipeline. Collaborate closely with sales teams to ensure strong lead follow up, improve conversion, and support late stage deals with targeted activities and localized content tailored to the Japanese market.

Data, Insights, and Optimization

Use data and AI driven tools to improve targeting, personalization, and campaign performance. Track results, share insights with stakeholders, and continuously refine strategies based on performance. Support marketing systems and processes to ensure accurate data, efficient workflows, and effective use of automation.

Collaboration and Stakeholder Management

Act as a key partner to the Japan sales team and a bridge to regional and global marketing. Align plans with market needs, contribute to broader program development, and manage agencies and external partners to deliver high quality programs on time and within budget.

スキル・資格**Qualifications (Key Requirements)**

- 7–10 years of experience in B2B field marketing, demand generation, or integrated marketing, with a strong track record in Japan
- Proven ability to design and execute end-to-end marketing programs that drive pipeline and revenue
- Strong commercial mindset with experience aligning marketing closely to sales goals and outcomes
- Experience working with sales and SDR teams to support pipeline growth and deal progression
- Hands-on experience with events, account based marketing, and enterprise or mid-market targeting
- Proficiency in marketing automation and CRM tools, with a data-driven approach to performance and optimization
- Strong collaboration and stakeholder management skills in cross-functional environments
- Fluent in Japanese and business-level English, with a deep understanding of Japanese business culture
- Willingness to travel as needed within Japan and across the region

会社説明