

【Japan + Korea】 Marketing & Communication Specialist

Korea & Malaysia Work Trips | Flex Time

募集職種

採用企業名

ビエッセジャパン株式会社

求人ID

1604755

業種

機械

会社の種類

外資系企業

雇用形態

正社員

勤務地

大阪府

給与

500万円 ~ 600万円

更新日

2026年08月18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: 25%程度)

日本語レベル

ネイティブ

その他言語

韓国語 - 基礎会話レベル

Good to have, not mandatory

最終学歴

高等学校卒

現在のビザ

日本での就労許可が必要です

募集要項

OVERVIEW:

The Marketing & Communications Specialist is responsible for executing marketing, communications, lead generation, event, and customer engagement activities across Japan and Korea. This is a hands-on role suited for a marketing professional with a minimum of 5–6 years of experience who can independently manage projects while working closely with Sales, customers, dealers, media, and the regional marketing team. The successful candidate will play a key role in increasing brand visibility, generating customer engagement, supporting business growth, and ensuring that Biesse's global marketing initiatives are effectively adapted and executed in Japan and Korea. This position requires a strong understanding of Japanese and Korean business cultures, excellent interpersonal skills, and the ability to build relationships with both internal and external stakeholders.

KEY DUTIES & RESPONSIBILITIES:

Marketing Campaigns & Lead Generation

- Execute local marketing campaigns aligned with company objectives and sales priorities
- Support lead generation initiatives across digital and offline channels
- Maintain marketing and campaign data within CRM systems

Digital Marketing

- Support email marketing campaigns and marketing automation activities
- Coordinate local social media content planning and publishing
- Monitor and report marketing campaign performance and key metrics

Events & Exhibitions

- Plan, coordinate, and execute customer events, open houses, seminars, webinars, trade shows, and industry exhibitions
- Liaise with vendors, suppliers, exhibition organisers, agencies, and local partners
- Manage event logistics, timelines, promotional activities, and post-event reporting
- Support customer visits when required

Communications & Content

- Create and localise marketing materials, customer success stories, presentations, website content, and social media posts
- Adapt global marketing content for Japanese and Korean audiences while maintaining brand consistency
- Coordinate translation and proofreading of marketing materials
- Support public relations activities and media engagement opportunities

Budget & Administration

- Support marketing budget tracking and expense monitoring
- Manage purchase requisitions, vendor coordination, and administrative processes related to marketing activities
- Ensure projects are completed within agreed timelines and budgets

SALARY PACKAGE

Annual Basic Salary: JPY5,00,000 – JPY6,000,000

Variable Performance Bonus: One (1) month basic salary (on-target payability)

EMPLOYEE BENEFITS

- o Company mobile, phone number, laptop is provided
- o Monthly vehicle allowance of JPY50,000
- o Flexible working hours

Start Times

1. 8:00 am
2. 8:30 am
3. 9:00 am
4. 9:30 am
5. 10:00 am

End Times

1. 5:00 pm
2. 5:30 pm
3. 6:00 pm
4. 6:30 pm
5. 7:00 pm

o Hybrid working arrangement (1 day of remote work per week – T&C applies)

o Leave entitlements

Leave Type:

Annual Leave

0.5 – 2 years

15 days

3 – 5 years

18 days

6 years and above

21 days

Compassionate Leave – Immediate Family Members

(Spouse, Child, Parents, Siblings)

5 days

Compassionate Leave – Non-Immediate Family Members

(Parents-in-law, Grandparents)

3 days

Calamity Leave

4 days

Medical Leave

14 days

Hospitalization Leave

30 days

Public Holidays

16 days

スキル・資格

Experience

- Minimum 5-6 years of experience in B2B marketing, communications, events, or related marketing roles
- Experience in independently managing marketing projects and campaigns
- Experience organising trade shows, customer events, seminars, or exhibitions
- Experience working in a Japanese and Korean business environment is preferred

Language Skills

- Native Japanese
- Business-level English, both written and spoken

- Conversational or business-level Korean is an advantage (not compulsory)

Location

- Must be based and legally entitled to work in Japan
- To be based in Osaka or closer to the office in Hirakata
- Able to travel to South Korea or any other location a few times per year

Note: The description provided above is not intended to be an exhaustive list of all job duties, responsibilities, and requirements. It is subject to change at any time by management, in line with organizational changes. Management may ask you to complete duties and responsibilities that you are reasonably capable of performing within your job scope and skill set at any time.

会社説明