

**【Global IT Firm | Bilingual Hiring】 Senior Marketing Manager****Shibuya Scramble Square Office****募集職種****採用企業名**

インターナショナルデータコーポレーションジャパン株式会社

求人ID

1607334

業種

シンクタンク・リサーチ

雇用形態

正社員

勤務地

東京都 23区, 渋谷区

給与

経験考慮の上、応相談

勤務時間

In accordance with company regulations

休日・休暇

In accordance with company regulations

更新日

2026年08月19日 00:00

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

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**About the Role & Team**

Senior Marketing Manager, Japan — IDC Japan's tech and business landscape is moving fast, and IDC is at the center of it. We're looking for a bilingual marketing powerhouse to own the story we tell in this market — building IDC's brand, driving demand, and connecting our research and insights with the leaders shaping Japan's technology future. This is a high-visibility role for someone who wants ownership, not just execution. You'll set direction on campaigns and events, build relationships with top media and industry associations, and work shoulder-to-shoulder with senior stakeholders across Japan, APAC, and global teams. If you're energized by fast-paced B2B tech marketing, love blending strategy with hands-on execution, and want your work to directly fuel growth in one of the most dynamic markets in APAC — this is your seat at the table. You'll be based in our Shibuya Scramble Square office and report to the VP Marketing, Asia/Pacific & Japan. Fluency in both

Japanese and English (written and verbal) is a must

What You'll Do

- **Drive demand generation** — plan and execute integrated campaigns (events, email, paid search, social, content) that generate qualified leads and new business for Japan
- **Own the events strategy** — lead high-impact physical and virtual events that position IDC as the go-to thought leader and generate sales pipeline
- **Shape local market strategy** — identify growth opportunities in Japan and recommend plans that align with global priorities
- **Optimize digital presence** — grow [idc.com/jp](https://www.idc.com/jp)'s visibility and organic traffic through SEO and content collaboration with global teams
- **Lead social media & community engagement** — grow reach and engagement across LinkedIn, X, and YouTube
- **Build media & PR relationships** — represent IDC with local media and industry associations, localizing global PR strategy for Japan
- **Create on-brand marketing assets** — develop sales and marketing collateral (web content, case studies, infographics, event materials) aligned with global brand standards

スキル・資格

What You Bring

- Ideally with a degree in Marketing disciplines or business-related degrees
- Minimum 8-10 years of marketing experience in B2B Marketing (SaaS, ITaaS, AI, Security, preferred).
- Professional fluency in both Japanese and English both written and verbal.
- Hands-on experience with modern marketing tools and workflows — e.g., Marketo/marketing automation, GA4, paid social platforms, AI-assisted content or campaign tools
- Comfortable testing, iterating, and launching campaigns quickly rather than following long planning cycles
- Understanding of localization and how cultural nuance shapes go-to-market strategy in Japan
- Experience in managing social media communities and digital channels is a strong plus
- Strong stakeholder management skills — able to work confidently across global, regional, and local teams, as well as with media and industry analysts
- Solid project management skills with a bias toward action and ownership
- Excellent communication skills and comfort working both independently and cross-functionally

Why This Role Stands Out

At IDC, your work helps shape how the world understands technology and where it goes next. You collaborate with curious, high-caliber colleagues who value rigor, integrity, and shared success. As the premier global provider of trusted technology intelligence, IDC equips business and technology leaders with the evidence they need to make confident decisions. Our insights inform strategy, investment, and innovation across industries and regions.

Recognized by IIAR as Analyst Firm of the Year for five consecutive years, IDC sets the standard for credibility and impact. With more than 1,000 analysts worldwide and a truly global perspective, we combine deep expertise with practical relevance. Here, your ideas matter, your voice is heard, and your contributions provide the insights leaders rely on every day. It is meaningful work, backed by a culture that supports growth, collaboration, and long-term career development with a globally respected brand.

What We Offer

- **Individualized Culture:** An environment where you can explore new areas outside your specialty and stay engaged with work you enjoy.
- **Hybrid Working:** Hybrid working with certain days in office per week/month required. (Depends on Team)
- **Time-off and holidays:** On top of your statutory holiday allowance and public holidays, IDC grants annually reviewed company-wide closures on 19 August (Unplug Day) and 24 December – 1 January inclusive (Global Shutdown) and a volunteering day.
- A position in a highly professional and globally respected market research and advisory firm, where initiative leading to results is rewarded.

Equal Opportunity Employer

IDC is committed to providing equal employment opportunities for all qualified persons. Employment eligibility verification required. We participate in E-Verify.

会社説明