

PR/087736 | Marketing Manager

募集職種

人材紹介会社
JAC Recruitment USA

求人ID
1618649

業種
アミューズメント・エンターテイメント

雇用形態
正社員

勤務地
アメリカ合衆国

給与
経験考慮の上、応相談

更新日
2026年11月03日 07:00

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
ネイティブレベル

日本語レベル
無し

最終学歴
短大卒： 準学士号

現在のビザ
日本での就労許可は必要ありません

募集要項

POSITION SUMMARY
A growing Japanese entertainment and gaming company is seeking a Marketing Manager to lead domestic and global marketing initiatives to grow player bases, elevate brand presence, and drive long-term player engagement across live-service titles and upcoming game launches. This role oversees go-to-market strategies, marketing art direction, community management, public relations, and event execution, while leading the Marketing team and reporting directly to the President.

RESPONSIBILITIES
- Lead marketing strategies for live-service titles, game updates, and new game launches
- Develop and execute go-to-market campaigns to drive player growth, engagement, and brand awareness
- Manage marketing budgets and oversee campaign performance across North America and global markets
- Build and maintain relationships with gaming media, influencers, content creators, and strategic partners
- Plan and execute PR activities, trade shows, community events, and industry conventions
- Oversee community engagement and social media strategies across platforms such as Discord, X, YouTube, and Reddit
- Analyze market trends, player feedback, and campaign results to support business decisions and improve performance
- Lead, mentor, and develop the Marketing and Community teams while collaborating closely with Product,

Development, and executive leadership

QUALIFICATIONS

- 5+ years of marketing experience within the video game industry, or experience leading promotional campaigns for at least two game titles throughout their product lifecycle
- Bachelor's degree in Marketing, Communications, Business Administration, or equivalent practical experience
- Strong passion for video games and solid familiarity with console, PC, and mobile gaming ecosystems
- Outstanding verbal and written communication skills
- Strong copy-editing skills with the ability to tailor messaging for diverse audiences, including press, players, and executive stakeholders

SALARY USD 80,000 - 100,000

LOCATION Greater Los Angeles Area, CA

WORK STYLE Hybrid

BENEFITS

- Health, Dental, and Vision insurance
- Paid time off, paid sick leave and Paid holidays and winter break
- 401(k)

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会社説明