

## Job Detail

Staff Level

Position Title	[Product Marketing] Great discretion, able to turn your own plans into reality (responsible for finished products)
Company Name	ASUS JAPAN
Activated / Updated	2024-04-24 / 2024-04-24
Job Type	Planning/Marketing/PR - Branding/Strategic Marketing Planning/Marketing/PR - Advertisement/Communication/PR Planning/Marketing/PR - Planning/Marketing
Industry	Computer/OA Equipment/Telecommunication Equipment
Location	Asia Japan Tokyo
Job Description	<p>Improve recognition and brand power of ASUS and ASUS finished products in the Japanese domestic market</p> <p>■ Products in charge General ASUS parts products (LCD monitors, peripherals, etc.) Please check the website for details. *We are not in charge of laptop computers.</p> <p>[Business content]</p> <ul style="list-style-type: none"> <li>・ Marketing communication strategy planning, execution and summary for all ASUS finished products.</li> <li>&gt; There is a wide range of freedom from existing basic plans to creative plans <ul style="list-style-type: none"> <li>・ Planning and production of sales promotion tools (real store decorations, e-shop banner images, etc.)</li> </ul> </li> <li>&gt; After planning, complete the project by the deadline by instructing outsourcing and in-house production (team) <ul style="list-style-type: none"> <li>・ Promotion strategy planning and execution</li> </ul> </li> <li>&gt; General marketing centered on pull marketing (on/off events, SNS campaigns, advertising development, etc.)</li> </ul>
Company Info	<p>■ Company culture As we are a foreign-affiliated company, we are required to be quick in our decisions and actions, but the work environment is open and has a high level of discretion and freedom.</p> <p>[Benefits of this position]</p> <ul style="list-style-type: none"> <li>・ Learn the know-how for establishing branding</li> <li>・ Opportunity for free planning and the joy of executing it (commitment to results)</li> <li>・ You can experience the reaction of the market you created yourself.</li> </ul> <p>[Assigned team] 6 people 2 people in their 50s, 2 people in their 40s, 3 people in their 20s to 30s (Including 2 people from Greater China)</p> <p>*Measures to prevent passive smoking: No smoking indoors</p>
Working Hours	09:30~18:30 (1 hour break) Staggered working hours (starting from 8:00 to 10:00, leaving from 17:00 to 19:00, working 8 hours per day)
	<p>【Prerequisite】</p> <ul style="list-style-type: none"> <li>・ English business level (English is used frequently in internal MTG etc.)</li> <li>・ Those with Japanese business level or above</li> <li>・ Over 2 years of working experience in Japan</li> <li>・ Over 2 years of practical experience in promotion and planning</li> </ul> <p>*Both from a business company or agency OK. *Work experience in planning and completing promotions and plans by one person is desirable.</p> <p>[Welcome conditions]</p> <ul style="list-style-type: none"> <li>-Person who has practical experience in the IT industry</li> <li>-People who are interested in computers in general</li> </ul>

Qualifications	<p>[Looking person profile]</p> <ul style="list-style-type: none"> <li>•People with creative ideas</li> <li>-Those who have logical and flexible planning and execution skills</li> <li>-Those who have the tenacity, negotiation skills, patience, and strong mental strength to adapt to different cultures</li> <li>-A person who is eager to learn and has a desire to improve</li> </ul> <p>■Selection flow  Document screening → First interview → [Aptitude test] → Second interview → Third interview (HR) → Unofficial offer</p> <p>*Part of the content of the assignment will be presented in English at the second interview.</p> <p>*The aptitude test is not an SPI test.</p> <p>*If possible, please submit promotional proposals and project reports from past or current positions along with your resume (excluding confidential information). If submitted, the selection process may be speeded up.</p> <p>*You may be asked to submit assignments after the first interview.</p> <p>*We may check your English proficiency.</p> <p>*For those living far away, all services are available online.</p>
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Fluent(JLPT Level 1 or N1)
Salary	JPY - Japanese Yen JPY 5000K - JPY 8000K
Salary Description	Complete with social insurance Transportation Allowance (up to 30,000 yen/month) 50-50 lunch meal subsidy system Employee discount coupon system
Holiday Description	Two days off per week (Saturdays and Sundays) and holidays Year-end and New Year vacation (8 days), summer vacation (adjustable 3 days) Paid leave, maternity leave, childcare leave system Special paid leave (birthday, menstruation, congratulations or condolence, vaccination, etc.)
Job Contract Period	full-time employee
Nearest Station	Chiyoda-ku, Tokyo, 2-5 minutes walk from Ichigaya Station, 4 lines available (JR Sobu Line, Metro Yurakucho Line, Metro Namboku Line, Toei Shinjuku Line)