

## Job Detail

Staff Level

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| 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<br>Planning/Marketing/PR - Advertisement/Communication/PR<br>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<br/>General ASUS parts products (LCD monitors, peripherals, etc.)<br/>Please check the website for details.<br/>*We are not in charge of laptop computers.</p> <p>[Business content]<br/> <ul style="list-style-type: none"> <li>Marketing communication strategy planning, execution and summary for all ASUS finished products.</li> </ul> &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> &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> &gt; General marketing centered on pull marketing (on/off events, SNS campaigns, advertising development, etc.)</p> |
| Company Info        | <p>■ Company culture<br/>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]<br/> <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> <p>[Assigned team] 6 people<br/>2 people in their 50s, 2 people in their 40s, 3 people in their 20s to 30s<br/>(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)<br>Staggered working hours (starting from 8:00 to 10:00, leaving from 17:00 to 19:00, working 8 hours per day)  |
|                     | <p>【Prerequisite】<br/> <ul style="list-style-type: none"> <li>English business level</li> </ul> (English is used frequently in internal MTG etc.) <ul style="list-style-type: none"> <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> *Both from a business company or agency OK.<br/> *Work experience in planning and completing promotions and plans by one person is desirable.</p> <p>[Welcome conditions]<br/> <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> </p>   |

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| 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<br/> Document screening → First interview → [Aptitude test] → Second interview → Third interview (HR) → Unofficial offer<br/> *Part of the content of the assignment will be presented in English at the second interview.<br/> *The aptitude test is not an SPI test.<br/> *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.<br/> *You may be asked to submit assignments after the first interview.<br/> *We may check your English proficiency.<br/> *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  | <p>Complete with social insurance<br/> Transportation Allowance (up to 30,000 yen/month)<br/> 50-50 lunch meal subsidy system<br/> Employee discount coupon system</p>   |
| Holiday Description | <p>Two days off per week (Saturdays and Sundays) and holidays<br/> Year-end and New Year vacation (8 days), summer vacation (adjustable 3 days)<br/> Paid leave, maternity leave, childcare leave system<br/> Special paid leave (birthday, menstruation, congratulations or condolence, vaccination, etc.)</p>  |
| 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)  |