

Job Detail

Manager Level

Position Title	Marketing and Communications Manager
Recruiter Company	KBI Consulting 合同会社
Company Name	Company name is private
Activated / Updated	2024-04-29 / 2024-05-21
Job Type	Executive - Manager (Sales/Marketing) IT (PC, Web, Unix) - Project Manager
Industry	Software Vendor
Location	Asia Japan Tokyo
Job Description	<p>As a Manager, Marketing and Communications of our company, you will be responsible for digital marketing activities for both B2B (Saas) and B2C (Apps) offerings. Your primary goals are two-fold: a) increase inbound inquiries from potential enterprise clients, and b) increase user base and engagement in order to maximize App subscription revenue. You will also manage one member, Digital Marketing Project Manager, and work closely with Global marketing team from Taiwan HQ. You will strategize, plan, budget and execute various marketing activities in both digital and physical spaces.</p> <p>Job Duties:</p> <ul style="list-style-type: none"> Work closely with GM and Business Development team to strategize and prioritize marketing actions in order to maximize revenue and corporate value. Develop and maintain media relations via multiple media categories in order to maximize quantity and quality of publicity. Manage local and Taiwan teams to optimize digital marketing activities, such as SEO, press release, blogs, website analytics and continuously improve and optimize Seek, plan and execute physical and online events such as trade shows, webinars, events, and speaking opportunities. Summarize and report on marketing activities on a weekly basis.
Company Info	<p>Our company is the world's leading beauty and fashion tech solutions provider transforming how brands and consumers engage each other through the highest level of augmented reality (AR) and artificial intelligence (AI) technology for a re-imagined consumer shopping experience.</p> <p>New offices in central Tokyo. Non-smoking office.</p>
Working Hours	Monday to Friday, 8am to 6pm
Qualifications	<p>You're qualified if you</p> <ul style="list-style-type: none"> have experience in PR, Digital Marketing, events, media relations. are passionate and dedicated to excel in your career. are into high-fashion and beauty. are creative and can think out of the box. feel excited about doing something new and cool. are independent, self-starter, and don't need to be micromanaged. understand what's being asked of you and think you have what it takes to add value and succeed. have business level English. <p>Big plus if you;</p> <ul style="list-style-type: none"> have experience in; cosmetics and fashion industry and/or related media IT/Saas event planning know a lot of "right persons" in related area
English Level	Fluent (TOEIC 865-)
Japanese Level	Native Level
Chinese Level	Business Conversation Level

Salary	Depends on experience
Salary Description	Social Insurance Commuting/ Transportation Allowance
Nearest Station	Daimon

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