

Job Detail

Senior Level

Position Title	Senior Marketing Executive
Company Name	Mintel Japan Inc.
Activated / Updated	2024-04-03 / 2024-05-03
Job Type	Planning/Marketing/PR - Planning/Marketing Planning/Marketing/PR - Advertisement/Communication/PR Planning/Marketing/PR - Branding/Strategic Marketing
Industry	Market Research/Research Institute
Location	Asia Japan Tokyo
Job Description	<p>We are looking for a bright, dedicated, and revenue-focused B2B Marketing Executive to join our growing team in our Tokyo office. Ideally, you will have competency across multiple marketing & PR disciplines with particular experience and comfort using marketing automation platforms.</p> <p>This role will see you reporting to the Japan Marketing & PR Manager as you take responsibility for executing marketing and demand generation initiatives.</p> <p>What you will be doing:</p> <ul style="list-style-type: none"> ●Execute and deliver quality demand Marketing campaigns and PR activities that drive revenue ●Coordinate and onsite support trade shows, conferences, and seminars for Intel JAPAN to join ●Manage the varying channel activations including webinars, email, tradeshows, and conferences. ●Utilize Salesforce to produce ongoing reports on marketing effectiveness and ROI for distribution to marketing and sales leadership on a regular basis ●Partner with Content, Design, Product, and Research teams to deliver high-quality and effective campaigns and communications ●Work closely with peers and leadership to explore and test new growth marketing & PR channels.
Company Info	<p>Mintel is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis, and critical recommendations. Intel's trusted portfolio of proprietary industry solutions and products has been supporting high-profile clients in key sectors such as FMCG, financial services, media, retail, leisure, and education for 50 years.</p> <p>With an expanding global presence, our worldwide office locations include London, Chicago, New York, Shanghai, Tokyo and Sydney, and more.</p>
Working Hours	9:00-18:00 Flex time
Qualifications	<ul style="list-style-type: none"> ● Experience executing B2B (or BtoC) lead generation campaigns ●Be an effective communicator, both written and verbal, especially in Japanese, with an ability to craft marketing messages. ●Business level of English skills, comfortable writing emails and attending meetings with other regions. ●Thrive in a fast-paced environment with multiple simultaneous tasks, tight deadlines, and frequent high-volume periods ●Ability to work as part of a multi-disciplinary team ●Ability to work well within a team, as well as the ability to work independently ●Be able to multitask, prioritize, and meet deadlines ●Have meticulous attention to detail ●Previous experience with Salesforce, Marketo (or similar automation tools), Zoom, WordPress, Canva, ●Google Docs/Sheets, Gmail and Microsoft Word, Excel and PowerPoint ●Experience utilizing marketing automation tools is a plus ●Previous event planning/coordination is a plus
English Level	Business Conversation Level (TOEIC 735-860)
Japanese Level	Native Level

Salary	JPY - Japanese Yen JPY 5000K - JPY 7000K
Salary Description	<p>Social Insurance Commuting/ Transportation Allowance MVP Award Long Service Award Referral Program Blended (office/home) approach to work Membership in Employee Resource Groups (Mintel Diversity, Mintel Wellness and Mintel Gives) Mental health and wellbeing support via Modern Health App and Employee Assistance Programme</p>
Holiday Description	<p>Five-Day Workweek (off on weekends and national holidays) Winter Holidays (December 29 - January 3) Paid Holidays (1st year - 15days) Congratulatory or Condolence Leave Child-care Leave Sick Leave (5days per year) Birthday Leave (1day per year) Marriage Leave (3days) Volunteer Leave (2days per year)</p>
Job Contract Period	Hiring fulltime position
Nearest Station	<p>●Tokyo Station 1 minute walk from each JR line (Marunouchi South Exit) *Direct connection from underground South Exit Directly connected to the Tokyo Metro Marunouchi Line</p> <p>● Nijubashimae Station Directly connected to the Tokyo Metro Chiyoda Line</p>