

## Job Detail

Senior Level

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| 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<br>Planning/Marketing/PR - Advertisement/Communication/PR<br>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 &amp; PR disciplines with particular experience and comfort using marketing automation platforms.</p> <p>This role will see you reporting to the Japan Marketing &amp; 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"> <li>●Execute and deliver quality demand Marketing campaigns and PR activities that drive revenue</li> <li>●Coordinate and onsite support trade shows, conferences, and seminars for Mintel JAPAN to join</li> <li>●Manage the varying channel activations including webinars, email, tradeshow, and conferences.</li> <li>●Utilize Salesforce to produce ongoing reports on marketing effectiveness and ROI for distribution to marketing and sales leadership on a regular basis</li> <li>●Partner with Content, Design, Product, and Research teams to deliver high-quality and effective campaigns and communications</li> <li>●Work closely with peers and leadership to explore and test new growth marketing &amp; PR channels.</li> </ul> |
| Company Info        | <p>Mintel is an independent award-winning provider of world-leading market intelligence, delivering robust information, analysis, and critical recommendations. Mintel'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"> <li>● Experience executing B2B (or BtoC) lead generation campaigns</li> <li>●Be an effective communicator, both written and verbal, especially in Japanese, with an ability to craft marketing messages.</li> <li>●Business level of English skills, comfortable writing emails and attending meetings with other regions.</li> <li>●Thrive in a fast-paced environment with multiple simultaneous tasks, tight deadlines, and frequent high-volume periods</li> <li>●Ability to work as part of a multi-disciplinary team</li> <li>●Ability to work well within a team, as well as the ability to work independently</li> <li>●Be able to multitask, prioritize, and meet deadlines</li> <li>●Have meticulous attention to detail</li> <li>●Previous experience with Salesforce, Marketo (or similar automation tools), Zoom, WordPress, Canva,</li> <li>●Google Docs/Sheets, Gmail and Microsoft Word, Excel and PowerPoint</li> <li>●Experience utilizing marketing automation tools is a plus</li> <li>●Previous event planning/coordination is a plus</li> </ul>  |
| English Level       | Business Conversation Level (TOEIC 735-860)   |
| Japanese Level      | Native Level  |
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| Salary              | JPY - Japanese Yen JPY 5000K - JPY 7000K   |
| Salary Description  | Social Insurance<br>Commuting/ Transportation Allowance<br>MVP Award<br>Long Service Award<br>Referral Program<br>Blended (office/home) approach to work<br>Membership in Employee Resource Groups (Mintel Diversity, Mintel Wellness and Mintel Gives)<br>Mental health and wellbeing support via Modern Health App and Employee Assistance Programme |
| Holiday Description | Five-Day Workweek (off on weekends and national holidays)<br>Winter Holidays (December 29 - January 3)<br>Paid Holidays (1st year - 15days)<br>Congratulatory or Condolence Leave<br>Child-care Leave<br>Sick Leave (5days per year)<br>Birthday Leave (1day per year)<br>Marriage Leave (3days)<br>Volunteer Leave (2days per year)                   |
| Job Contract Period | Hiring fulltime position   |
| Nearest Station     | ●Tokyo Station<br>1 minute walk from each JR line (Marunouchi South Exit) *Direct connection from underground South Exit<br>Directly connected to the Tokyo Metro Marunouchi Line<br><br>● Nijubashimae Station<br>Directly connected to the Tokyo Metro Chiyoda Line  |