

Tobii - Digital Marketing Specialist (Japan)

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Company name

Tobii Technology K.K.

Job description

Tobii is the world leader in eye tracking – a technology that allows a computer to tell exactly where a person is looking. We apply eye tracking technology in a broad range of applications and across different industries, including market research and eye-controlled computer interfaces.

Do you want to learn more about eye tracking and attention computing and how it works at Tobii? Watch [this!](#)

In Japan we have a strong team of about 50 people, more than 300 academic research institutes and more than 500 companies in the private sector as customers, including consumer goods, automotive, digital, internet and game companies. And we continuously receive enquiries and see further potential for our eye tracking solutions in various new use cases and industries.

We are looking to welcome another star- a **Digital Marketing Specialist** - to join our stellar Marketing team in Tokyo. This is a perfect role for someone who wants to challenge the digital landscape and drive robust campaigns for Tobii in the Japanese market. If this sounds interesting, then continue reading!

Curious about what a normal day will look like?

- Develop our digital marketing outreach to customers – to successfully leverage and grow our customer base and revenue in Japan
- Plan and implement online ad campaigns on paid search, paid social, and display
- Collaborate with local Sales team and Global Marketing in Stockholm to identify and drive digital marketing strategies and convert traffic for Japan
- Drive campaigns across platforms (CRM, web, social), cross media (paid and earned media) and leveraging content (blog, whitepapers, e-video, streams, game codes, and more)

To be successful in this role, we believe that you have:

- Several years of experience managing multi-channel digital marketing campaigns
- Expertise in social media techniques (Facebook, Instagram, Twitter, LinkedIn etc.)
- A background and solid knowledge of B2B digital marketing, customer acquisition, re-engagement, and retention strategies

- A passion for data – data driven marketing, data analysis & Google Analytics
- Japanese as your first language and full fluency in both written and spoken English
- A proactive, result-oriented, and a clear customer focus approach
- Social skills and a team-player with an ability to address new opportunities with a ‘can-do’ attitude
- Work experience from a tech company will be a strong merit, as will experience from doing business, working, or studying abroad

Being a Tobiiian

Tobii is headquartered in Stockholm, Sweden, and covers the global market with offices in Belgium, China, Germany, Japan, Switzerland, Taiwan, UK, and USA.

We believe in diversity and equal opportunity. At Tobii we want you to be yourself and we welcome applicants from all walks of life. It’s all about passion, innovation and making things real. Each day is different here at Tobii, hopefully, this is something that motivates you!

Please address your questions to Talent Partner, Villjun Rante and submit your **resume/CV or LinkedIn profile in English** through our career page as soon as possible. Don't wait – at Tobii, we move quickly!

Apply here: <https://careers.tobii.com/jobs/2771862-digital-marketing-specialist>

Email

office@sccj.org