

# Profoto, Digital Marketing Specialist

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## Company name

Profoto K.K.

## Job description

We are seeking an English and Japanese-speaking Digital Marketing Specialist to drive Profoto's brand growth and online presence in Japan through strategic digital marketing efforts, resource coordination, and innovative campaign execution. This role will oversee digital marketing initiatives, including product launches, social media, content marketing, and collaboration with key industry partners.

## Key Responsibilities

- Develop and execute local digital marketing and communication strategies tailored to the Japanese market.
- Plan and manage product launches, digital strategies, and media relations.
- Oversee social media marketing, online advertising, email marketing, and content creation in collaboration with HQ.
- Collaborate with external partners (marketing/PR agencies, camera manufacturers, dealers, and influencers).
- Manage external agencies, including those for translation and marketing communications.
- Coordinate digital communications for channel marketing activities, such as event invitations and ticketing.
- Support Profoto Brand Store campaigns to enhance engagement and brand visibility.
- Align with Key Account Managers (KAMs) to meet digital marketing needs for dealer networks.

## Required Skills & Qualifications

- Bachelor's degree preferred.
- 3+ years of digital marketing experience, ideally within the Japanese market.
- Strong background in content creation, social media strategy, and campaign execution.
- Experience managing digital communications for product launches.
- Proven skills in managing partnerships with agencies and media.
- Proficiency in digital analytics and SEO best practices.
- Excellent communication skills in both Japanese and English.
- Familiarity with digital marketing tools (e.g., Google Analytics, social media platforms, email marketing software).

## **Your profile**

- Self-motivated and organized.
- Adaptable and able to thrive in a fast-paced, dynamic environment.
- Creative thinker who can bring fresh ideas..
- Team player with a collaborative spirit.
- Customer-oriented mindset.

## **Why Join Profoto – The Light Shaping Company?**

If you're passionate about digital marketing and excited to make a meaningful impact in the photography industry, we invite you to apply! Please submit your application, including your CV. Interviews are conducted on a rolling basis, so apply today!

## **About Us**

At Profoto, innovation fuels our position as the top choice for photographers worldwide. Our culture is dynamic and entrepreneurial, with a focus on creativity and forward-thinking. We believe in empowering our team with growth opportunities, responsibility, and a supportive environment that fosters individual development. Join us in our journey to shape the future of photography.

If you would like to apply for this position, please send you CV to: [Orjan.Pettersson@profoto.com](mailto:Orjan.Pettersson@profoto.com)

## **Email**

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