Axis Communications, Marketing Specialist

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Company name
Axis Communications K.K.

Job description

Job Description

Japan Marketing Specialist is responsible for driving revenue growth and brand recognition in Japan, based in regional business strategic objectiv

As a member of marketing team, she/He plans, implements and manage appropriate marketing measures based on the customer's situation at ea

This position works closely with other teams in Japan such as sales, sales engineers and technical support and is required to perform as a good t

?Planning, implementation, and management of demand generation activities such as event, seminar, webinar, tradeshow, digital campaign and so forth.
?Work with different functional teams and provide marketing consultation and support accordingly.
?Organize internal and external media communications.
?Create and manage product and solution marketing collaterals.
?Post-event management including lead follow up, measurement and analysis of effectiveness of all marketing efforts.
?Grow and manage marketing database.
?Web site management.
?Social media posting, blog, newsletter management.

sales leaders, C-level executives, industry analysts, and othe