

Troax, APAC Digital Marketing Specialist

2025-11-25 14:28:51

Company name

Troax Safety Systems Co., Ltd,

Job description

PURPOSE AND GOAL OF THE POSITION

Are you a creative, data-driven marketer with a passion for delivering compelling digital campaigns? We are seeking a highly motivated Digital Marketing Specialist to join our growing team and to lead the expansion of our digital presence in the APAC region. In this exciting role, you will have the opportunity to develop and execute on various digital campaigns that drive business growth and customer engagement. If you are a strategic thinker with a strong understanding of the digital landscape, we want to hear from you!

The role reports to the Marketing Manager for Asia-Pacific but will also work closely with cross functional teams across operating functions and geographic locations.

We work as a solid team, each role is as important as the next, and provide a fun and rewarding work environment for all employees.

This role will be located in the Troax Office in Tokyo, Japan.

MY RESPONSIBILITIES AND POWERS

Responsibility	Authority
Lead the overall digital strategy execution in APAC	In collaboration with APAC Marketing Manager and Global Digital team
Manage the Troax APAC digital agencies	Independent work in collaboration with APAC Marketing Manager
Oversee and support local team with other digital initiatives	Independent work in collaboration with APAC Marketing Manager and
Manage SEO initiatives on APAC websites	Independent work in collaboration with APAC Marketing Manager
Overall management of APAC websites	Independent work in collaboration with APAC Marketing Manager and Global Digital team

Responsibility	Authority
Create website campaign pages for improved ads conversion and customer experience	Independent work in collaboration with APAC Marketing Manager and Global Digital team
Overall management of APAC social media channels	Independent work in collaboration with APAC Marketing Manager

COMPETENCIES NEEDED FOR THE POSITION

- 3-5 years of experience working with Digital Marketing
- Experience working in a B2B manufacturing company
- Educational Background: A Bachelor's degree in Marketing, Communications, Business, or a related field is required.
- Experience: Proven experience in digital marketing, with a strong understanding of various online marketing tools and platforms.
- Technical Skills: Strong skills with SEO, content management systems (WordPress), PPC platforms, social media platforms, and analytics tools are essential. Knowledge of HTML, CSS and web development tools is a plus.
- Creative and Analytical Mindset: Ability to think creatively while also being data-driven to optimize marketing strategies effectively.
- Certifications: Professional certifications such as Google Analytics, Google Ads, or HubSpot Content Marketing can be advantageous.
- Language: Excellent verbal and written English skills required. Excellent Japanese, Korean or Chinese language skills is a plus.

COLLABORATES WITH

Troax APAC Marketing team

Local MDs and local marketing staff in APAC

Troax Group Global Marketing peers

REPORTS TO

APAC Marketing Manager for Troax Group

MEASURED ON

Strategic performance (strategic targets such as digital lead conversion, digital lead ROI, etc.)

ABOUT TROAX

Troax is a global manufacturer of industrial safety solutions. With more than 70 years of experience, we blend a rich heritage with innovative drive to create safer environments in industries around the world. From our modest beginnings in a small Swedish village to becoming the global leader as an industrial safety provider, our journey has been driven by a singular mission: to safeguard people, property, and processes. Our customer can be found in a wide variety of industries across the world.

Troax is listed on the Stockholm Nasdaq Stock Exchange, has approximately 1200 employees and operates in more than 40 countries. Our headquarter is located in Sweden.

If you would like to apply for this position, please send your CV to: maria.feldborg@troax.com

Email

maria.feldborg@troax.com