

Job Title

Digital Marketing Manager

Location

Tokio - Japan

Company

3Dconnexion is the leading provider of award-winning devices for 3D design and visualization professionals. 3Dconnexion products provide a more intuitive and natural way to interact with computer-generated 3D content and support today's most popular and powerful mechanical engineering, media and entertainment and architectural CAD applications. 3Dconnexion is headquartered in Monaco, with local headquarters in Germany (Munich), North American (Boston, MA), Japan (Tokyo) and offices worldwide. For more information, visit <http://www.3Dconnexion.com>.

The role

As Digital Marketing Manager at 3Dconnexion you are responsible for planning and executing digital marketing objectives to drive awareness and sales of the company's product range.

You will run marketing activities to increase awareness at B2C, channel and partners level, as well as build and nurture the community of brand ambassadors and influencers. Moreover, you will be responsible for the creation and the execution of the regional social media content plan and calendar as well as paid advertising plan. As part of the Sales and Marketing team, you will support our regional sales managers and channel partners around the world and work in a very diverse marketing and Sales & Marketing team, with young and smart people from both European and Asian Countries.

Job Responsibilities

- Lead and enhance the digital marketing strategies across multiple digital channels (display, search, social, video, Online Marketplaces ads) to boost our online sales and online brand awareness
- Improve on and enhance existing methodologies and internal and external tools required to deliver efficient and profitable PPC, Paid Social and Display campaigns
- Manage budgets and hit KPIs to increase ROIs as well as optimise different KPIs depending on campaign objectives and consistently deliver strong results through testing and ongoing optimisation
- Produce the regional social media, both organic and paid, local content plan, monthly. Create the weekly editorial calendar and execute the production of necessary video and/or visual assets and copywriting. both by using your own technical skills and/or internal resources, online tools, and external freelancers.
- Help the Sales & Channel manager to keep the community of brand ambassadors and influencers engaged and make it grow. Create ambassador-specific content to hold these community of power users tight to 3Dconnexion brand, via sharing ad-hoc content made specifically for them.
- Create Inbound campaigns and EDM blasting to generate both MQL and SQL. Follow-up on lead engagement by creating nurturing campaigns to re-engage audiences and push traffic down the marketing funnel.
- Connect with potential PR partners on specific launches. Run Meltwater searches and monthly report on sentiment and PR presence. Develop and maintain local press contacts, evangelists, and social media community with support of local PR / communications agency and Sales Manager.
- Monthly monitor, review and report on all marketing activity and results via Google Analytics and other tools.
- Manage monthly online performance including the company's eCommerce site, Brand site and 3rd-party market places (AMAZON, Rakuten and Yahoo)

Profile / Skills

- Master, Bachelor or similar degree in marketing/communication/business
- At least 2 years of relevant digital marketing experience (ideally paid online advertising for e-commerce websites)

- Japanese mother tongue, with very good verbal and written communication skills (the role will require Japanese copywriting skills – Japanese Native speaker level. A MUST)
- Fluent in English, both verbal and written. A good level of English is also A MUST
- Absolutely very passionate and very curious about technology (also a MUST), possibly already worked in IT/Tech company or CAD industry even better.
- Be curious and willing to learn a lot about CAD applications, 3D design and peripherals for 3D/2D designers.
- Good with Creative tool like Adobe Illustrator, Photoshop, Edit HTML and CSS using Dreamweaver or similar.
- Basic knowledge of web design, user experience (UX/UI design), HTML/CSS and CMS is required.
- Good Knowledge of Google AdWords Platform or similar, Google Analytics, Facebook Ads Platform, or similar. Inbound Marketing Certification, Google Certifications, or similar, a plus.
- Experience in managing social media content, editorial calendars, and the execution of video and visual assets.
- Ability to be a team player with a success driven approach, open minded and willing to work in a very diverse and multi-cultural team.
- Can-do' attitude – problem solver, Proactive – willing to contribute idea, Reliable and punctual

Conditions

- Permanent contract
- Trial period: 3 months
- Working Location: 3Dconnexion Tokyo Office

If you are interested being part of 3Dconnexion team in an international, growth oriented company please send your complete application (CV + motivational letter, in English) via email to Valentina De Giorgio (valentina_degiorgio@3dconnexion.com) with the reference DIG_MKT_JP.

Contact information

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