

Marketing Manager (m/f)

in Japan

As Marketing Manager at 3Dconnexion you are responsible for planning and executing marketing objectives to drive awareness and sales of the company's product range. You will analyze market trends and customer insights to define the annual communication plan based on your defined budget. As part of the Sales and Marketing team, you will support our regional sales managers and channel partners around the world.

Job Responsibilities

- Plan and execute direct communication to existing and potential target groups (end users, SMB customers and key account representatives).
- Utilise 3Dconnexion website and other online platforms / tools to drive awareness, capture and nurture leads, gain customer intelligence.
- Develop and maintain local press contacts, evangelists and social media community with support of local PR / communications agency.
- Develop, plan and execute channel marketing programs (via VAR, hardware reseller, workstation OEM).
- Manage main hardware industry events and key account tradeshow.
- Quarterly monitor, review and report on all marketing activity and results

Technical Skills and Requirements

- Master, Bachelor or similar degree in Marketing/Communication
- B2B marketing experience (ideally hardware).
- Experience in channel marketing (distributors, hardware resellers).
- Experience in B2C marketing (supporting direct sales approach).
- Experience in using CRM and marketing automation systems.
- Excellent verbal and written communication skills.
- Motivated, pro-active, energetic and creative.
- Ability to be a team player with a success driven approach.
- Native Japanese Speaker with Proficient English communication Skills (Oral and Written)
- Willingness to travel, also abroad.

Conditions

- Permanent contract.
- Working Location: Japan.
- Trial period: 3 months.

3Dconnexion

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 America (Boston, MA) and offices worldwide.

3dconnexion.com

If you are interested in being part of 3Dconnexion team in an international, growth-oriented company please send your complete application (CV + motivational letter) via email to Sajeesh Daniel Baby:

sdb@3dconnexion.com