



JOB DESCRIPTION

Marketing and Demand Generation Manager

Stratagile

ROLE

The Marketing and Demand Generation lead will be responsible for developing and executing marketing strategies that drive demand and generate leads for our clients in Japan. This role requires a strategic thinker with hands-on experience in digital marketing, lead generation, and campaign management. The ideal candidate will have excellent communication skills, and a proven track record of delivering measurable results.

Key Responsibilities:

- **Marketing programs planning:** Create and implement comprehensive demand generation strategies aligned with company goals and target audiences.
- **Campaign Management:** Design, execute, and optimize multi-channel marketing campaigns, including email, social media, content marketing, and paid advertising.
- **Lead Generation:** Develop and manage lead generation programs, manage retail presence of channels/retail franchises.
- **Content Marketing:** Collaborate with content creators to develop compelling marketing materials, including blog posts, whitepapers, case studies, and landing pages.
- **Analytics and Reporting:** Monitor, analyze, and report on campaign performance, using data to make informed decisions and optimize future efforts.
- **Market Research:** Conduct market research to identify trends, customer needs, and competitive landscape, adjusting strategies accordingly.
- **Collaboration:** Work closely with client teams to align marketing and sales efforts, ensuring a seamless lead handoff and nurturing process.
- **Budget Management:** Manage the marketing budget for demand generation activities, ensuring effective allocation of resources and ROI.
- **Technology Utilisation:** Utilize marketing automation tools and CRM systems to streamline processes and enhance campaign effectiveness.

EXPERIENCE/SKILLS REQUIRED:

- Good knowledge of the Japan financial services & remittances industry landscape. Understanding of cross border remittances is a plus
- Strong communication skills, works well in a team setting
- Strong entrepreneurial drive and be resourceful, with the ability to thrive in a fast paced, constantly changing environment.
- Familiarity with Asian Languages is a plus – Tagalog, Hindi, Bahasa, Vietnamese etc.

LOCATION

- Working location: Tokyo, Japan

CONTACT

- Send your resume to careers@stratagile.com

ABOUT STRATAGILE

StratAgile is a data-driven growth enabler with a global reach in digital marketing, digital platforms, and digital enhancement solutions for business. We are 200+ strong and are spread out across 14 cities, primarily in the Asia Pacific region. Headquartered in Singapore, StratAgile have offices across 7 countries and over 200 people.



DIGITAL TRANSFORMATION CONSULTING

StratAgile combines business, data, technology, intelligence and analytics to generate digital, mobile & social ideas, programs and platforms. The strategic frameworks and consulting outcomes help firms to create and establish rewarding relationships between your brands, consumers and partners.



WEB & MOBILE PLATFORMS-DESIGN, BUILD & MANAGE

Our platform development capabilities equip companies with the necessary infrastructure to target, engage and grow your customer segments. Our expertise in multiple programming languages and environments assists you to design and develop web, mobile, data and social platforms with the latest and most sophisticated technologies.



E-commerce PLATFORMS BUILD & OPERATE

Our 'StratCommerce' platform as well as expertise on Magento, WooCommerce, Shopify and Drupal commerce powers a seamless online, mobile and retail POS experience together with analytics and channel enablement. We set up multi-country, multi-store platforms and manage all e-commerce operations from web store/mobile app content, inventory management and store management to campaign deployment.



CAMPAIGNS & DEMAND GENERATION

At StratAgile, we empower you with the right lead generation media mix – search, text & banner, mobile, social and content targeted campaigns. With our campaign operations bureau, your day-to-day activities of multichannel campaign deployment, testing, optimization, benchmarking and reporting are efficiently managed.



CRM & MARKETING AUTOMATION

Expertise on commissioning, operations and management of best of the breed CRM and Marketing automation platform. The consulting practice and UX knowledge helps companies to imbibe a structured approach in adopting the right technology and accelerate the benefits.



DATA, INSIGHTS & ANALYTICS

An entire spectrum of solutions – datamarts design, data & web analytics dashboards and visualisation is offered by StratAgile. From exploratory analysis to predictive modelling, StratAgile can maximize your ROI with structured segmentation and precision targeting.



WEB ANALYTICS, SOCIAL & DIGITAL AUDITS

An evolved web analytics practice is a hallmark of StratAgile integrated approach in analytics. Also our 'Social Media Management Protocol' framework provides you a scientific approach to managing multiple social platform identities. From listening to engagement, your social campaigns are diligently crafted with contingency plans and real-time escalations, freeing you to conceptualise your next big idea.



VEEVA PRACTICE

StratAgile is one of the largest firms renowned for its Veeva expertise – a specialised healthcare CRM and marketing platform practice in APAC market. Capability in all areas of Veeva healthcare platform – CLM, Approved Email, eDetailers, Veeva Engage; our practice streamlines all processes within the Veeva Ecosystem.



SMARTHUB OPERATIONS

With a multi-country, multilanguage hub-and-spoke model, StratAgile can set up diverse expertise across countries at scale, of quality and a structured operational framework. The operating model can be on varied frameworks with a multi-skilled team – (i) Build-Operate-Transfer, (ii) Manage Only, (iii) Extended Team Operations.