



株式会社Sales Marker

Product Marketing Manager

Product Marketing Manager

【Additional Notes about Compensation】

※The actual offer will be decided based on your experiences and skills.

勤務地:

Level 32, Yebisu Garden Place Tower, 4-20-3 Ebisu, Shibuya-ku, Tokyo

【Office Location】

5 minutes walk from the east exit of Ebisu Station on the JR Yamanote Line 7 minutes walk from Exit 1 of Ebisu Station on the Tokyo Metro Hibiya Line

Full remote work is OK!

勤務時間:

【Working Hours】

Full Flexible with no core hours

休日:

【Holidays & Vacations】

- Holidays: Saturdays, Sundays, and national holidays; - Paid Time-off: 10 days of annual paid leave will be granted after six months of employment.

福利厚生:

【Benefits and Perks】

■Medical checkup

■Travel allowance

■Others

High-performance Macbook

Book purchase allowance

Wantedly Perk

Uber Eats Coupon Grant

Resort Works

加入保険:

【Social Insurances】

All types of insurances are covered (Health insurance, employee pension, workers' accident compensation insurance, unemployment insurance)

受動喫煙対策:

【Second-hand smoking policy】

No smoking inside the building

Probation Period:

6 months (same conditions during probationary period)

仕事についての詳細

About US

At Sales Marker(<https://sales-marker.jp/>), our mission is to create a world where all people and companies can challenge themselves beyond existing boundaries. We are Japan's first 'Intent Sales' company and one of the fastest-growing startups in Japan. We're growing at a speed that is twice as fast as Unicorn startups. By using our product, sales teams can improve their work efficiency by 3 times. We have achieved over 900% YoY business growth rate in 2.5 years since our flagship product 「Sales Marker」 was released and we're currently actively working on a wide range of new product portfolios.

The Team

Our co-founders are from top companies in Japan and the world such as NRI, Keyence, LINE, Microsoft, and PwC. They were selected as 「FORBES 30 UNDER 30 ASIA LIST」 in 2023. In our Engineering & Product team, we have members from more than 16 countries and they come from top tech companies in the world such as Google, Microsoft, Indeed, and famous tech companies in Japan such as Mercari, LINE, Yahoo, Smartnews, etc.

In the Product Marketing Division, there are two teams: 'Product Marketing' and 'Customer Marketing.' Each team focuses on driving Go-to-Market (GTM) strategies and on retaining and expanding existing customers. The team members come from renowned companies such as Recruit and ByteDance, and they bring a wealth of knowledge and experience to their work.

Your Job

Responsibilities

In this position, you will be responsible for the Product Marketing Manager (PMM) role for 'Sales Marker.' Through strategic marketing activities aimed at achieving business objectives, you will shape market perception and drive product adoption.

Key Responsibilities:

- Market Research and Competitive Analysis - Research on target markets and customer needs - Analysis of competitor products and development of differentiation strategies - Product positioning and messaging - Definition of the product's value proposition - Creation of effective messaging for target customers - Development and execution of Go-to-Market strategy - Development and execution of launch plans for new products and features - Training and providing materials to internal and external stakeholders - Creating sales support materials and materials for the sales team - Planning marketing campaigns aimed at lead generation, improving conversion rates, and increasing usage among existing customers - Performance measurement, analysis, and proposal of improvements - Setting and tracking product KPIs (e.g., product feature usage)

Requirements

2+ years of experience as a Product Marketing Manager (PMM) for a SaaS or software product 2+ years of experience as a marketer in an IT or web-based company Experience working in a multinational, cross-functional team (English proficiency required)

Strong self-management skills

High problem-solving ability

Nice to Have

Experience in project management or consulting for IT-related projects 2+ years of experience in corporate sales within digital marketing-related activities Experience leading projects while involving others, taking responsibility for execution and results

Why Us?

One of the fastest growing SaaS startups in Japan with strong financial growth. Lead the Go-to-Market strategy for new products from scratch. Global team and English speaking environment. Full remote-friendly & full flexible work schedule. Great benefits & perks packages such as Resort Worx, Purchasing Books, Free Weekly Lunch, Offsites, etc.

Working Style

● Remote Work

We're remote friendly. We use Zoom and Meet, and recently introduced the virtual office platform Gather to maintain both the quality and quantity of communication while working remotely, ensuring smooth development and operations.

● Flexible Work

You are free to customize your daily working hours. Taking into account the situation within the company and your team, you will manage your schedule and tasks within reasonable limits. Each employee adjusts their working hours to meet the monthly requirement of 8 hours per working day.

● Work-Life Balance

We value a healthy work-life balance. Whether you want to focus heavily on work or prioritize your personal time, we believe this is an environment where both approaches can thrive.

Read More

■ Career Page: <https://sales-marker.jp/corporate/en/> ■ Culture Book: <https://speakerdeck.com/salesmarker/sales-marker-culturebook-en> ■ YouTube: <https://www.youtube.com/watch?v=Ob8Ds06zwo0>

会社名

株式会社Sales Marker

設立年月:

2021年7月29日

本社所在地:

〒150-6032

東京都渋谷区恵比寿4-20-3 恵比寿ガーデンプレイスタワー32F

資本金:

1億円

従業員数:

336名（取締役+業務委託を含む）

会社についての詳細:

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この求人に候補者を紹介

