



Title: Content Marketing Manager

Location: Tokyo, Japan

Fortinet (NASDAQ: FTNT) is a worldwide provider of network security appliances and the market leader in consolidated network security solutions. Fortinet is headquartered in Sunnyvale, Calif., with offices around the world. If you're looking for a fast-paced, challenging and rewarding environment, then Fortinet is the place for you. We are an equal opportunity employer offering exciting work, competitive compensation and benefits. Fortinet is looking for the best and the brightest to join our highly motivated team.

To accompany our exponential growth, Fortinet Japan is seeking a talented Content marketing manager to take full responsibility of our marketing content strategies to drive awareness and generate leads/pipelines in Japan.

Our ideal candidate is a creative marketing professional, preferably with a technical writing background. You should be able to develop engaging content to attract and retain customers. For this position, it's also essential to be up-to-date with new technologies and marketing trends. Ultimately, you should be able to expand our company's digital footprint and brand awareness.

This position will report directly to the Japan Marketing Director who will work closely with both channel and sales departments to execute in-country Marketing strategies and plans that are aligned to business and marketing goals.

Responsibilities:

1. Design content marketing strategies, create content matrix and set short-term goals
2. Undertake content marketing initiatives to achieve business targets
3. Collaborate with design and writing experts to produce high quality content
4. Develop editorial calendar, delegate tasks and ensure deadlines are met
5. Deliver engaging content on a regular basis and inspire team members
6. Edit, proofread and improve content
7. Optimize content considering SEO and Google Analytics
8. Manage content lifecycle including analysing consumption and withdrawal
9. Share content through various channels, ensuring strong web presence
10. Receive customer feedback and generate ideas to increase customer engagement
11. Work in partnership with other Marketing functions to proactively seek creative ways of raising Fortinet profile in Japan to generate pipeline and strengthen our brand position.
12. Regular and concise communications to update all stakeholders on Japan Marketing activities, programs, and results.
13. Be accountable for exceeding individual and team goals.
14. Perform other duties as required.



Requirements:

- 5 to 7 years of experience in B2B marketing in the IT sector, preferably IT Security or Networking
- Exceptional writing and editing skills
- Proven track record in a dynamic and sometimes hectic environment.
- Editorial mindset that seeks to understand what audiences consume and how to create it
- Ability to analyze and present content and social performance
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and sales
- Strong communication skills
- Must be a problem solver and driven by results through continuous self-improvement
- High energy, positive with a 'can-do' attitude
- Rapid response skills
- Fluent in both Japanese and English; writing and speaking
- Bachelor's degree, diploma or equivalent work experience required

Fortinet is an Equal Opportunity employer.

We will only notify shortlisted candidates.

Fortinet will not entertain any unsolicited resumes, please refrain from sending them to any Fortinet employees or Fortinet email aliases. Should any Agency submit any resumes to Fortinet, these resumes if considered, will be assumed to have been given by the Agency free of any related fees/charges.

#LI-HS1