



Title: Engagement Marketing Programs 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 an experienced Engagement Marketing Programs Manager in the IT Industry to help further expand our customer and market footprint in Japan. This role will focus on field marketing lead and pipeline building activities. The right candidate for this role will have excellent tactical execution skills as well as a desire to build plans and strategies aligned to specific market and sales segments.

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. Work with sales and other marketing roles to develop and execute engagement marketing programs which best supports business growth and is designed to drive brand awareness, leads, demand and pipeline. The Field Marketing programs should be in line with corporate and Japan priorities.
2. Primarily focus on executives, key decision makers, students, and advocators for maximizing lifetime value of our target market.
3. Launch the Japan Fortinet Users Group for deepening engagement with executives and distributing our excitement to the broader market.
4. Develop and drive integrated marketing programmes including digital marketing tactics to achieve engagement and pipeline goals.
5. Manage and track Field Marketing Budget (MDF) assigned including tracking of results/ROI
6. Work closely with enterprise sales teams, SE teams and other marketing teams on closed-loop pipeline generation and engagement process.
7. General coordination of engagement events such as executive briefings, customer days and community events. This includes the preparation and follow up for each event
8. Creation of Purchase Requisitions, invoice management and budget tracking
9. Provide timely reporting on Marketing Campaigns/Programs and Budget utilization
10. Regular and concise communications to update all stakeholders on Japan Marketing activities, programs and results.
11. Vendor management eg media buy, internal procurement system, ensure vendor



delivers

12. Other duties as assigned

Requirements:

- 5 to 7 years of experience in B2B marketing in the IT sector, preferably IT Security or Networking
- Proven track record in managing and executing field marketing programs (lead generation campaigns, promotions, online advertising, events management, etc.)
- Experienced with executive engagement programs and community engagement programs.
- Analytical skills to interpret data
- Strong communication skills, both written and verbal
- Must be a problem solver and driven by results through continuous self-improvement
- High energy, positive with a 'can-do' attitude
- Budget management skills
- 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.

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