



**Position: Field Marketing Manger - Tokyo**

**Job Description**

To accompany our exponential growth, Fortinet Japan is seeking an experienced Field Marketing Manager in the IT Industry to help maximize lifetime value of our enterprise accounts by delivering tailored marketing activities and their mix together with other marketing functions, sellers and partners.

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:**

- Build strong partnerships with key stakeholders within the marketing, sales and engineering organizations to partner closely in targeting a select list of field marketing accounts in each country.
- Partner with sales and key marketing teams to create and execute account marketing plans that drive market growth for top tier accounts in enterprise segments.
- Work collaboratively with our field sales and marketing teams and channel partners through actionable campaigns, collateral, tools and leveraging our competitive information platforms.
- Share best practices and leverage insights to support overall demand generation activities.
- Collaborate cross-functionally to drive events, EBC, high-touch events, door-opener and call-out campaigns.
- Develop and adapt communications, collateral, presentations and drive a variety of field marketing tactics.
- Be accountable for exceeding individual and team goals.
- Perform other duties as required.

**Requirements:**

- 5+ years of experience, particularly in field marketing, customer marketing, campaigns / demand generation marketing
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- Very familiar with marketing and sales metrics and KPIs
- Experience in a field sales and field marketing in customer facing roles is preferred
- Hands-on experience in partnering with other marketing and sales teams in the day-to-day business is a must for this position
- Experience in managing agencies and vendors
- 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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