



16 July, 2015

We want you – to coin a phrase! BUT, you'll have to say goodbye to the U.S. for a while. This role is in TOKYO!! So, if you have a sense of adventure and are looking for something different that capitalises on your existing expertise and competencies, then this could be for you!

WHO WE ARE:

We're reformed advertising people who saw the light! We created Superdrive because we have a vision (yes, sometimes it happens)! We are a dynamic, well networked team with offices in Singapore and Tokyo. Both partners have decades of experience running MNC clients for network agencies in the Asia region.

We established Superdrive because we believe the advertising industry is broken, and the infrastructure that traditionally attracted the best strategic and creative minds is fast becoming a wasteland. We know this because that's where we built our careers!

But there is still enormous value and talent at the centre of the craft of advertising and communications. Insight-led marketing automation applies the competencies of strategy, ideas, and media to augment Marketing Automation platforms to generate superior results for our customers.

THE OPPORTUNITY:

We would like someone to join us for a minimum 2 year role in our Tokyo office. Our structure and teams are fluid, better defined by their capabilities than by cast iron lines of responsibilities. We strive to create an environment where autonomy, mastery, and purpose pave the way to success. We're looking for partners and colleagues versus employees or staff. People that can work collaboratively and engage with us as we grow together. And, have fun doing it!

RESPONSIBILITIES

- Support the partners on strategy and planning development across varying vertical customer segments, both B2B and B2C
- Creation of Marketing Programs within Marketo
- Work collaboratively with creative and planning teams
- Take the lead on complex deployments, working across analytical, technical, and operational challenges
- Plan thoroughly, avoid meetings, work hard, and squash problems
- Engage with customers, intimately understanding their requirements while possessing the ability to clarify, distill, and simplify

Desired Experience

- Marketo MCE or MCC with at least 3-5 years hands on campaign experience in B2B and B2C environments
- API Integration project management
- LaunchPoint partner integration management
- Revenue Cycle Analytics experience
- CRM integration exposure
- Comprehension of Media Environments and Platforms that drive top of funnel opportunities (Retargeting, DMP and DSP etc)
- Some technical know-how (software or database experience a plus, but not required)



- Strong sense of design and an ability to work with basic design platforms such as Photoshop and Illustrator.
- Highly numerate and data literate
- Demonstrated success in technical project management preferred
- Desirable, but not mandatory is experience with SFDC environments
- Ability to collaborate and communicate with technical and non-technical personnel from everyday analysts through the C-Suite
- Common sense – loads of it!

One year ago Marketo launched its Japan operations and is on a rapid growth trajectory, as are we :) We work closely with Marketo in the region strategically and operationally collaborating almost on a daily basis. Interested?

Get in touch: info@superdrive.io - we would love to hear from you!

