



**FUJITSU HONG KONG LIMITED**  
**JOB DESCRIPTION**

Position: Senior Product Marketing Officer

Division / Department: Digital Marketing

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Job Description:

- Assist to develop product strategy and programs for Fujitsu products (enterprise IT) including business plan, product lifecycle management, pricing/competitive analysis, market research, demand generation, etc.
- Act as a bridge between marketing, sales, pre-sales, sales operation and HQ through special price request, POCs, demos, with an intent to drive pipelines into business.
- Provide idea on offerings and programs to effectively market the products.
- Produce monthly/quarterly business report and sales forecast to management and HQ.
- Conduct product trainings and briefings to internal and partners.
- Provide content expertise to create effective marketing programs.
- Assist in program development to drive new/digital solutions.

Job Requirement:

- Degree holder in Business Administration, Marketing or IT, balanced technical knowledge and business savvy. Strong business acumen and analytical mind. P&L experience is a plus.
- 3-5 years of relevant working experience with **at least 2 years in sales & marketing for enterprise IT market**. Advantage with experience in Japanese culture, and/or IT Distributor and Reseller, particularly platform products.
- Well versed with enterprise IT market and up-to-date technology and digital trends.
- Strong sense of job ownership, eager to learn, independent with can-do attitude.
- A good team player, able to prioritize job under multi-tasking environment, excellent communication and presentation skills with passion and ability to embrace change.
- Good command in both written and conversational English and Chinese.
- Proficiency in Microsoft Office especially Excel and Powerpoint.

Attractive remuneration package will be offered to the right candidate. Please send full resume with expected salary to [hr@hk.fujitsu.com](mailto:hr@hk.fujitsu.com) or WhatsApp 6899 5510. Only shortlisted candidates will be contacted. All information provided will be treated in strict confidence and used only for recruitment purposes.