



Malaysian marketer ※International Workplace!

**Connecting Japan + Malaysia**

## Job Information

### Hiring Company

ZenGroup Inc.

### Job ID

1460487

### Industry

Internet, Web Services

### Company Type

Large Company (more than 300 employees)

### Non-Japanese Ratio

Majority Non-Japanese

### Job Type

Permanent Full-time

### Location

Osaka Prefecture, Osaka-shi Chuo-ku

### Train Description

Sakaisuji Line Station

### Salary

3 million yen ~ Negotiable, based on experience

### Salary Bonuses

Bonuses included in indicated salary.

### Refreshed

February 10th, 2025 17:00

## General Requirements

### Minimum Experience Level

Over 1 year

### Career Level

Mid Career

### Minimum English Level

Native

### Minimum Japanese Level

None

### Other Language

Malay - Native

### Minimum Education Level

Bachelor's Degree

### Visa Status

Permission to work in Japan required

## Job Description

<About Us>

#### ◆ Who We Are

We are ZenGroup, a global e-commerce company based in Osaka serving customers all around the world. We are a diverse team representing 30 nationalities, 6 continents, and providing our services to the world in 19 languages.

#### ◆ What We Do

- We connect Japan to the rest of the world by providing a marketplace for foreigners to enjoy Japanese products in 19 languages through our ZenMarket proxy buying platform.
- Via our ZenPop service we offer a subscription box service delivering highly curated boxes of snacks, stationery supplies and other goods all over the world.
- For Japanese brands looking to break into the world of ecommerce we offer ZenPlus EC-Mall where the best of “made in Japan” can market their goods to a global audience.
- Japanese companies seeking solutions to improve their advertising strategies towards foreign markets can utilize ZenPromo, our ad consulting service.

#### ◆ Why We Are Hiring

As our marketing team continues its steady growth over the past year, we are now in search of a talented Malaysian marketer to strengthen our presence in the Malaysian market. Your role will involve expanding our reach in Malaysia through the creation of impactful digital marketing strategies. In the long term, you will collaborate closely with our English language unit, creating and managing impactful campaigns not only in Malaysia but also in English-speaking countries worldwide.

#### ◆ Position Title

- Malay Language Marketer

#### ◆ Duties

- Content Marketing
- Data Analysis
- Email Marketing
- Digital Advertisements
- Social Network Account Management

#### ◆ Sample day at work

9~10 Morning routine: Arrive at work, get coffee, check-in with the team, catch up with outstanding emails

10~11 Data: Check PPC ads performance and make changes that will optimize and improve the campaigns in the long term..

11~12 Focus block: Research Keywords and topics trending on SNS for ideas on SEO content for the ZenMarket blog.

12~13 Lunch Break

13~14 Focus block continued: Research Keywords and topics trending on SNS for ideas on SEO content for the ZenMarket blog.

15~16 Management: Send writing tasks to freelancers to complete. Review work already submitted by freelancers and publish if accepted.

16~17: SNS management : Make creatives for use in PPC ads and organic SNS posts based on completed research.

Schedule SNS posts.

17~18 Wrap up: Design engaging emails to be sent out to various segments of subscribers to prompt them to read, purchase or share. Finish up the remaining task and prepare for tomorrow.

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## Required Skills

### <Who We Are Looking For>

#### ◆ Personality

- Detail Oriented Person
- Strong Written and Verbal Conversation Skills
- Self-starting & Growth Oriented Person

#### ◆ Must Have Skills

- Native Malay
- Native Level English

#### ◆ Preferred Skills

- Digital Marketing Experience
- Copywriting experience
- SNS management experience
- PPC experience (GDN, Meta Ads, etc)
- Blog Writing experience

#### ◆ Employment Type

- Permanent employee (Full Time)

#### ◆ Working Hours

- 9:15 ~ 18:15

→ Two days off per week.

Year end and new years holidays

26 paid days off per year (Increases year over year)

◆ Salary

- 270,000+ per month (Based on previous experience and ability)
- Bonus twice a year (June and December)

◆ Benefits

- Raise once per year
- Transportation Allowance (Up to 30,000 per month)
- Overtime Pay (Paid by the minute)
- Unemployment Insurance, National Health Insurance, Worker's Accident Insurance
- Business casual dress code (No suit required)

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Company Description