



English Marketer | Flexible PTO Benefits

Collaborate with Multinational Team

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1474026

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

3.5 million yen ~ Negotiable, based on experience

Refreshed

December 27th, 2024 04:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Native

Minimum Japanese Level

Daily Conversation

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

◆ Who We Are

At ZenGroup, a global e-commerce company headquartered in Osaka, we bring together a vibrant team of professionals from 31 nationalities across 6 continents! Together, we speak 19 languages and share a passion for serving customers worldwide with exceptional service.

◆ 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 promotion service.

◆ Why We Are Hiring

This year, we've been developing our marketing strategies among our teams to better align with our efforts. Our ZenPlus service aspires to bring more awareness to our EC shop and promote the sale of luxury brand bags. Our ZenMarket team is being reformed to better target the B2B market, and our ZenPromo team has been expanding their client base and operation scales. All the growth and changes among our teams has led to the need to bring experienced marketers to our team. Your responsibilities will vary depending on the team you represent, primarily focusing on leveraging your marketing expertise to raise awareness of our services internationally and promote Japanese products globally.

◆ Position Title

- English Language Marketer

◆ Duties

- Content Marketing
- Data Analysis (Google Analytics, Pivot Tables, etc.)
- Email Marketing
- Digital Advertisements (Meta, GADS, etc.)
- Social Network Account Management
- Influencer Marketing
- SEO (Search Engine Optimization)

◆ Example Day at Work

9~10 Catch-up: Arrive at work, get coffee, catch up with outstanding emails, check-up with the manager team members about current projects.
 10~13 Focus block: Work on your assigned projects, meeting time
 13~14 Lunch Break
 14~16 Focus block continued: Work on your assigned projects (research, gather data and create reports, follow up on any open tasks, etc.), work with other marketers to optimize their efforts and get input for your projects, meeting time.
 16~18 Wrap up: Report to your manager, create a roadmap and follow-up on projects for the next few days, check results vs. goals.

Required Skills

◆ Employment Type

- Permanent employee (Full Time)
- ※ Probationary period of 3 months
- On-site work (Remote Work not available)

◆ Working Hours

- Flex time - Core time from 10:00 - 16:00 with up to 2 hours lunch [8 Working hours per day]
- *fixed working time required for the first few months due to OJT
- Two days off per week (Saturday & Sunday)
- Year end and new years holidays (4 days)
- 26 paid days off per year (Increases year over year)

◆ Salary

- ¥270,000~ or more 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)
- Relocation Allowance: ¥100,000 available for applicants relocating to Osaka from outside the Kansai region.
- Overtime Pay (Paid by the minute)
- Unemployment Insurance, National Health Insurance, Worker's Accident Insurance
- Business casual dress code (No suit required)

<Who We Are Looking For>

◆ Personality

- Strong Communication Skills : experience working in a professional working environment and a team. a successful candidate will need to be able to communicate effectively and collaborate with multiple team members.
- Writing Enthusiast : A person who has a genuine passion for writing content and an understanding of search engines and how they work.
- Strong Analytical Skills: The candidate should be adept at working with data, analyzing various metrics, and identifying areas for improvement. This involves a thorough understanding of data analysis tools and the ability to translate data insights into actionable strategies.

- Growth-Oriented : Someone who is enthusiastic about personal and professional growth, and is ambitious to contribute to our company's expansion.

- ◆ Must Have Skills

- Digital Marketing Experience (2 years or more)
(Specifically in PPC, SNS Account Management, Influencer Management)
- Native-level English

- ◆ Preferred Skills

- Conversational Japanese (JLPT N3 or better)
- SEO (keyword research, page optimization, writing)
- Basic Design skills (Figma, Canva, Photoshop)
- HTML/CSS Skills (Blog/Webpage editing understanding basic website functionality)
- Email Marketing Experience

- ◆ Hiring Process

- First Interview - Hiring Team (45-60 mins, Online or In-person)

- * Marketing & Logic Tests (Excluded for Online Interviews)

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- Second Interview - Marketing Team (45-60 mins, In-person required)

Travel Reimbursement up to ¥27,000 available for applicants outside the Kansai region

- * Marketing & Logic Tests (If not completed during the first interview)

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- Third Interview - HR Planning Leader (30-60 mins, Online or In-person)

- * Company Culture Test

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Hiring Decision

Company Description