



## Global Affairs Assistant

**Sharing Japan With the World**

### Job Information

#### Hiring Company

ZenGroup Inc.

#### Job ID

1482123

#### 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 ~ 4 million yen

#### Salary Bonuses

Bonuses included in indicated salary.

#### Refreshed

January 24th, 2025 08:00

### General Requirements

#### Minimum Experience Level

Over 1 year

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

Native

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

**Global Business Development Coordinator | Promote Global Marketing Campaigns with a Diverse Team | Sharing Japan With the World**

#### ◆ Position Title

· Global Affairs Assistant

#### ◆ Duties

- Content Marketing
- Data Analysis (Google Analytics, Pivot Tables, etc.)
- Email Marketing · Digital Advertisements (Meta, GADS, etc.)
- Coordinate tasks between Marketing and Sales departments
- Communicate with Japanese e-commerce businesses
- SEO (Search Engine Optimization)

#### ◆ Sample day at work \*Varies between teams

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

10~11 Data: Check deliverables from content writers/freelancers, give instruction for edits if necessary.

11~12 Weekly meeting with Sales team and Section Leader (confirm upcoming stores and report on current promotion status)

12~13 Lunch Break

13~15 Promotion strategy planning: Check the new stores additions, and make plans for promotions depending on product category, keywords, popularity etc. Assign new tasks to freelancers.

16~17 PPC/Paid social media advertising: Check campaigns performance, optimize campaigns, create new campaigns etc.

17~18 Wrap up: Check sales data and KPI progress, touch base one last time with team members to update on what got done/didn't get done, prepare for tomorrow

#### <About Us>

##### ◆ 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

· As of 2024, our ZenMarket proxy buying service (with over 2 million registered users) is collaborating with some of the biggest names in Japanese e-commerce to accomplish our company's goal to bring 20% of the world's e-commerce sales to Japan. Additionally, in November 2023, we launched a new service ZenLink, which aims to improve the sales of Japanese companies by collaborating with ZenMarket. We have seen an increase in business, with at least 20 stores in Japan partnering with us to grow their sales through cross-border E-commerce. Now we need a new member to help manage the communication between our sales and marketing teams. You will use your marketing knowledge and language skills to manage freelancers, coordinate tasks with marketers, and ensure the delivery of smooth communication.

#### Required Skills

##### ◆ Must Have Skills

- Japanese Native level (JLPT N1) \*Test not required
- English business level (TOEIC 850+) \*Test not required
- 1+year experience in Digital marketing (SEO/Email marketing)

##### ◆ Preferred Skills

- Experience managing freelancers/outsourcing
- Strong communication-negotiations skills
- PR experience
- Project management skills
- Experience in UX
- PPC experience

##### ◆ What you can expect from this position:

- Further improvement of English skills (daily meetings in both Japanese and English)
- Enhancement of communication skills
- Broadening your understanding of international perspectives
- Improvement of marketing skills and knowledge
- Ability to learn efficiency improvement using AI

#### <Who We Are Looking For>

##### ◆ Personality

- **Comfortable communicator in English and Japanese:** You will function as a bridge between the Japanese sales team and the English speaking marketing team, so it would be important to effectively relay information both ways.
- **Marketing mindset:** Someone who is able to grow revenue from partner stores. It would be crucial to analyze campaigns performance and identify target audiences across different language versions to find opportunities for upcoming promotions.
- **Content writing skills:** Someone who has the ability to make research and give instructions to content writers, along with

the ability to assess the quality of the content provided and make edits or provide instructions for improvements as needed.

- **Positive Mindset:** An optimistic thinker who is able to thrive in a fast-paced environment while accepting and embracing change.

<Voices from Marketing Team / Sales Team Members>

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◆ Jiho Kim / ZenMarket Marketer

- "In terms of working in my team, freedom and responsibility. I feel being proactive and challenging new ways is always supported. We always have new ideas and new projects to make things improve. Having these experiences, we are able to learn and develop our skills."

◆ Masutani / ZenMarket Sales

- " We always cooperate in daily work. The most memorable for me was when we held a rather large sales event and members from different departments voluntarily cooperated, leading to the great success of the event. It's a good company where communication is not confined by departments."

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◆ **Employment Type**

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

◆ **Salary**

- ¥270,000~290,000 per month (Based on previous experience and ability)
- Bonus twice a year (June and December)

◆ **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)

◆ **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)

◆ **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

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Company Description