



Korean Marketer | International team Over 30+ Nationalities

Consecutive PTO for Travel Permitted

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1484785

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 ~ 3.5 million yen

Salary Bonuses

Bonuses included in indicated salary.

Refreshed

July 12th, 2024 11:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

Korean - Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

<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

ZenMarket's Korean language version launched in 2023, aspiring to create a smooth e-commerce platform for Korean speakers seeking to buy products made in Japan. Since our launch, we have received a continuous inflow of users and products being shipped to South Korean customers. To keep a dedicated marketer focused on the South Korean market, we are looking for a native Korean digital marketer eager to share Japan with their home country. Get the opportunity to use your knowledge of current digital trends in South Korea and leverage your digital marketing skills to capitalize on marketing campaigns, bringing in more users and selling more products from Japan.

◆ Position Title

- Korean Language Marketer

◆ Duties

- PPC marketing (Google Ads, Facebook Ads, Naver Ads, etc.)
- SNS marketing (Facebook, Instagram, Twitter (X), Naver Cafe, etc.)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- Content Marketing (SEO, Organic Marketing, etc.)
- Email marketing (Mass and Niche Marketing)
- Data analysis (Google Analytics, Google Sheets, Looker Studio, etc.)
- English to Korean localization

◆ 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 latest marketing data (SEO data, ongoing marketing campaigns, sales, etc.)

11~12 Focus block: Work on Influencer Marketing (outreach, ongoing collaboration management)

/ Occasional Meeting

12~13 Lunch Break

13~14 Focus block continued: Work on Influencer Marketing

15~17 Management: Develop our SNS content strategy,(content management, planning, finding creators, collect material, schedule posts, interact with audience)

17~18 Wrap up: Prepare our email campaigns (Design, copy, targeting, scheduling) touch base

one last time with team members to update on what got done/didn't get done, prepare for tomorrow

◆ 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

- ¥260,000~ 280,000 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 of ¥100,000 provided for relocation support 1 month after joining (Must be at least 60 KM away from the head office, measured in a straight line)
- Overtime Pay (Paid by the minute)
- Unemployment Insurance, National Health Insurance, Worker's Accident Insurance
- Business casual dress code (No suit required)

◆ What you can expect from this position

· Broaden Your Understanding of International Perspectives: Work with colleagues from over 30+ different nationalities and gain a deeper appreciation of global viewpoints.

· Independence: Get the opportunity to be the sole person in charge of marketing efforts for the Korean language version of ZenGroup, leading to significant growth in your skills and invaluable experience.

· Utilize and Learn New Digital Marketing Techniques: Work with a skilled team of digital marketers in areas such as PPC, SEO and social media management.

· IT skills and efficiency improvement using AI: Opportunities to gain insights into how artificial intelligence can be utilized to improve your work.

◆ Voices from Marketing Team Members

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Magnus / ZenPop Marketer

- "I'm part of ZenGroup's subscription box service, ZenPop. Usually, I'm managing social media,

communicating with partners, and copywriting. Recently, there have been some changes, and I have been using my market research skills to analyze survey results, edit data, conduct meetings with long-term customers to gather valuable insights, and develop marketing strategies. It's been a lot of fun!"

Jessica / ZenPlus Marketer

· "Working at ZenGroup has given me the opportunity to take on more responsibility and gain valuable experience. When I first joined, I started working with influencers for the first time. To tell you the truth, I felt pretty uncertain about handling the budget, as it was a new level of responsibility compared to my previous job. My team leader reassured me that mistakes are a part of the process and a valuable learning opportunity. That perspective helped alleviate a lot of pressure, and I began to learn and improve my negotiation skills."

Required Skills

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<Who We Are Looking For>

◆ Personality

- Social Media Savvy: A person that is strong with following the latest trends and efficiently navigating the digital landscape.
- Korean Writing Enthusiast: A person who has genuine passion for writing content in their native language suited for the Korean speaking audience
- Analytical skills: Ability to work with data and identify opportunities for improvement based on a variety of available metrics.
- Growth-Oriented: Someone who is enthusiastic about personal and professional growth, and is ambitious to contribute to our company's expansion.

◆ Must Have Skills

- Native Korean speaker
- Digital marketing experience (PPC, SEO, Influencer Marketing, SNS marketing)
- Experience working in a corporate environment
- Advanced English communication skills (business or above)

◆ Preferred Skills

- Data analysis skills (Ggoogle Aanalytics, Ggoogle Ssheets, Llooker Sstudio etc.)
- Professional marketing experience focused on South Korea
- Other marketing experience (Content marketing, Email marketing etc.)
- Web editing experience (HTML, CSS, copywriting, etc.)

◆ 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