



Polish Language Marketer | Visa Sponsorship Available

Connecting Japan + Polish Speaking world

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1496992

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

November 22nd, 2024 04:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

Polish - 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 32 nationalities, 6 continents, and providing our services to the world in 19 languages.

◆ Company Overview

ZenGroup Inc. is composed of four divisions: ZenMarket, an intermediary buying service for Japanese products unavailable overseas; ZenPlus, a cross-border e-commerce site selling Japanese goods internationally; ZenPop, a subscription service delivering Japanese stationary worldwide; and ZenPromo, a one-stop solution for Japanese companies seeking to expand abroad, offering services from marketing to shipping. Our mission is to spread Japanese culture globally through various business initiatives.

◆ Why We Are Hiring

Since 2022, we have launched a Polish language version of the ZenMarket website, providing Polish-speaking customers with easier access to goods from Japan. Since its launch, the Polish version has seen consistent, record-breaking growth compared to other language versions. In response to this growth, we are ramping up our marketing efforts to introduce our service to new users and expand our reach to Polish speakers worldwide. As a marketer, you will work as part of a team to run campaigns targeting the Polish market, create content, collaborate with influencers, and analyze data to make informed decisions.

◆ Position Title

Polish Language Marketer

◆ Duties

- PPC marketing (Google Ads, Facebook Ads, etc.)
- SNS marketing (Facebook, Instagram, Twitter (X), 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 Polish localization

◆ Sample day at work

9~10 Morning routine: Arrive at work, get coffee, check-in with the Polish Unit, catch up with emails, latest updates on the current projects, catch up with emails.

10~11 Data: Review the latest marketing data (SEO, ongoing campaigns, sales, etc.)

11~12 Focus block: Assist in influencer marketing (outreach, collaboration management) / Occasional meetings

12~13 Lunch Break

13~14 Focus block continued: Support the team in developing influencer marketing efforts

15~17 Management: Contribute to our SNS content strategy (content planning, material collection, scheduling, audience engagement)

17~18 Wrap up: Prepare email campaigns (design, copy, targeting, scheduling), touch base with team members to update progress, and plan for the next day

◆ Employment Type

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

Required Skills

<Who We Are Looking For>

◆ Personality

- Social Media Savvy: A person who is up-to-date with the latest trends and can efficiently navigate the digital landscape.
- Polish Writing Enthusiast: A Polish Language speaker with a genuine passion for writing content in Polish, with an emphasis to engage the Polish-speaking audience.
- Growth-Oriented: Someone who is enthusiastic about personal and professional growth, and eager to contribute.
- Strong Written and Verbal Conversation Skills

◆ Must Have Skills

- Native Polish speaker
- Excellent writing skills in Polish
- Digital marketing experience (SNS management, SEO, Influencer marketing, email marketing, PPC, etc)
- Experience working in a corporate or team environment
- Advanced English communication skills (business level or above)

◆ Preferred Skills

- Strong attention to detail and creativity in content creation
- Japanese skill (N3 or better)
- Web editing experience (HTML, CSS, copywriting, etc.)

◆ Employment Type

- Permanent employee (Full Time)

◆ Working Hours

- 9:15 ~ 18:15

- Flex time available: Core time 10:00 - 16:00 (8 hours of actual work)
- * Up to 2 hours lunch break
- Two days off per week. (Saturday, Sunday)
- Year end and New Year's holidays (4 days)
- Total 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)
- Relocation Allowance: ¥100,000 available for applicants relocating to Osaka from outside the Kansai region.
- Overtime Pay (Paid by the minute)
- Complete social insurance (workers' compensation, employment, health, welfare pension)
- Business casual dress code (No suit required)
- Qualification acquisition support system
- Training system (job-specific, level-specific training)
- In-house club activities (karaoke, day camps, etc.)
- Monthly company events
- Free tea and coffee
- Maternity and Paternity leave

◆ Hiring Process

- First Interview - Hiring Team (45-60 mins, Online or In-person)
 - * Logic Test + Marketing Test (Excluded for Online Interviews) ↓
 - Second Interview - ZenMarket Marketing Team Leaders (45-60 mins, In-person required) Travel Reimbursement up to ¥27,000 available for applicants outside the Kansai region
 - * Logic Test + Marketing Test (If not completed during the first interview) ↓
 - Third Interview - HR Planning Leader (45-60 mins, Online or In-person)
 - * Company Culture Test ↓
- Hiring Decision =====

Company Description