



Spanish Language Marketer | Visa Sponsorship Available

Connecting Japan+Spanish speaking World

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1496994

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 7th, 2025 08:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

Spanish - Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Create Digital Marketing Strategies in Spanish for a Global Audience

<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

As of this year, our Spanish marketing team consists of four experienced digital marketers who are driving awareness of our ZenMarket service across Spain and Latin America. However, one of our Spanish marketers has moved into a managerial role, expanding their focus beyond the Spanish market. To maintain our commitment to our Spanish speaking users, we are looking for an experienced digital marketer to join our team. In this role, you will be actively involved in the full digital marketing process, from campaign planning and execution to social media management and data analysis, helping us continue our strong presence in our second-largest user base.

◆ Position Title

- Spanish Language Marketer (Section Leader)

◆ Duties

- PPC marketing (Google Ads, Facebook Ads, etc.)
- Social Media 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.)
- Spanish localization and content creation

◆ Sample day at work

9~10 Morning routine: Arrive at work, get coffee, check-in with the Spanish Unit, 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

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

15~17: Management: Enhance our SNS content and Pay-Per-Click strategies by leading content planning, sourcing, scheduling, engagement, and optimization while delegating tasks to team members as needed.

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

Required Skills

◆ Must Have Skills

- Native Spanish speaker
- Digital marketing experience (SNS management, SEO, Influencer marketing, email marketing, PPC, etc.)
- Advanced English communication skills (business level or above)

◆ Preferred Skills

- At least 1 year of team management experience.
- Graphic design or video editing skills
- Fluency in additional languages (e.g., Portuguese, French, Japanese)

<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.
- **Collaborative and Eager to Learn**: Someone who excels at working with others and is enthusiastic about learning and growing in their role.
- **Creative and Problem-Solving**: A person with strong creativity and problem-solving skills, capable of developing innovative marketing strategies.
- **Growth-Oriented**: Someone who is enthusiastic about personal and professional growth, and eager to contribute to the team's success.
- **Strong Communication Skills**: Excellent written and verbal communication skills in both Spanish and English.

◆ Employment Type

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

◆ 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 years holidays (4 days)
- Total 26 paid days off per year (Increases year over year)

◆ Salary

- 270,000~ Negotiable 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