



German Language Marketer Unit Leader

Visa Sponsorship Available

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1496995

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

Salary Bonuses

Bonuses included in indicated salary.

Refreshed

November 1st, 2024 08:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Daily Conversation

Other Language

German - Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Work on a Marketing Team with over 20+ nationalities

<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

The German version of ZenMarket launched in 2022, and since then, our marketing team has focused on building brand recognition among German-speaking audiences outside of Japan. With steady growth and significant milestones reached, we are now ready to expand the team by bringing on a new member. We are specifically looking for a manager who can strategically shape the future of this market and lead a small team to further enhance our marketing efforts in German-speaking regions. As the Unit Leader, you will manage one other marketer and oversee all marketing activities targeting the German market, and report directly to upper management. If you are eager to grow your professional career, join our marketing team and apply your digital marketing expertise to push for impactful results.

◆ Position Title

- German Language Marketer (Section Leader)

◆ Duties

- PPC Marketing
- Content Creation and Strategy Development
- Influencer Marketing
- Data Analysis and Reporting
- Team Coordination
- Email Marketing
- Project Management

◆ Sample day at work *Subject to change

9~10 Morning routine: Arrive at work, get coffee, check-in with the your team, 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: Review the latest marketing data and generate reports for presentations (including SEO performance, ongoing marketing campaigns, sales figures, etc.).

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 German speaker.
- 3+ years of digital marketing experience (PPC, SEO, influencer marketing, SNS marketing).
- Experience working in a corporate environment.
- At least 1 year of team management experience.
- Advanced English communication skills (business level or above).

◆ Preferred Skills

- Data analysis skills (Google Analytics, Google Sheets, Looker Studio, etc.)
- Professional marketing experience focused on German-speaking markets
- Additional marketing experience (content marketing, email marketing, etc.)
- Web editing experience (HTML, CSS, copywriting, etc.)
- Japanese language skills (JLPT N3 or higher)

<Who We Are Looking For>

◆ Personality

- **Excellent Communication:** The candidate should have strong written and verbal communication skills. Familiarity with the concept of reporting, informing, and consulting is essential, indicating an ability to effectively communicate within a team structure and adhere to Japanese business communication norms.

- **Self-Motivated and Growth-Oriented:** We are looking for someone who is proactive, eager to take on new challenges, and focused on personal and professional growth. The candidate should bring innovative ideas and a positive attitude to the department, enhancing the overall team dynamic.

- **Cross-Cultural Communication Proficiency:** The ability to professionally interact with individuals from diverse backgrounds and nationalities is crucial. This includes respecting cultural differences and effectively navigating multi-cultural business environments.

- **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.

◆ 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

- 300,000~ 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)
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- 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)
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- Third Interview - HR Planning Leader (45-60 mins, Online or In-person)
- * Company Culture Test
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- Hiring Decision

Company Description