



Arabic Language Marketer ※International Workplace!

Connecting Japan + Arabic Speaking World

Job Information

Hiring Company

[ZenGroup Inc.](#)

Job ID

1521215

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 09:15

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

Arabic - 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 over 30 nationalities, 6 continents, and providing our services to the world in 19 languages.

◆ Company Overview

ZenGroup Inc. is composed of five divisions:

- ZenMarket, a proxy buying service that gives the international market access to Japanese products unavailable overseas.
 - ZenPlus, a cross-border e-commerce Mall selling Japanese goods internationally
 - ZenPop, a subscription service delivering Japanese stationery items to subscribers and customers worldwide.
 - ZenPromo, a one-stop solution for Japanese companies seeking to expand abroad, offering promotional services.
 - ZenStudio, our new creative agency specializing in web design, photo and video production, social media, and graphic design
- Our mission is to bring 20% of the world's cross-border e-commerce sales to Japan by creating seamless Ecommerce platforms for our customers across the globe.

◆ Why We Are Hiring

· The Arabic version of ZenMarket has been consistently growing, with users from different Arabic-speaking countries registering and purchasing Japanese products. The second half of 2024 ended with even more market growth. To maintain our customers and further spread awareness of our service throughout the Middle East and North Africa, we need a dedicated digital marketer. As a digital marketer for ZenMarket, you will pursue a marketing career in Japan by creating digital marketing campaigns and conducting detailed analytical research.

◆ Position Title

- Arabic Language Marketer

◆ Main 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 Arabic localization

◆ Example Day at Work

9~10 Morning routine: Arrive at work, get coffee, check the 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)

◆ 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~ (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

Required Skills

◆ Must-Have Skills

- Native Arabic speaker
- Business level English
- Digital Marketing Experience (e.g. PPC, SEO, Influencer, SNS, Email etc.)
- Corporate experience (1+ years)

◆ Preferred Skills

· Professional Digital Marketing Experience in the following countries: Saudi Arabia, Kuwait, UAE, Bahrain, Qatar, Lebanon, and Iraq.

- 1+ years in PPC, Meta ads, or SEO
- Japanese language skills JLPT N3 or better
- Web editing experience (HTML, CSS, copywriting, etc.)

<Who We Are Looking For>

◆ Personality

- Japanese Culture Enthusiast: Someone with a deep-rooted interest in Japanese culture and lifestyle; with a passion for using digital marketing to promote Japanese products to Arabic-speaking countries.
- Adaptable Team Player : Someone who is flexible to work in a diverse environment and can accept different opinions or viewpoints within a team.
- Strong communicator : Someone with verbal and conversational skills who can relay information that is understood by multiple parties.
- Growth-Oriented: A person enthusiastic about both professional and personal growth, eager to contribute to a dynamic company in a variety of ways.

◆ 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

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Company Description