



Social Media Designer

Job Information

Hiring Company[KPay Japan KK](#)**Job ID**

1523797

Industry

Other (Banking and Financial Services)

Company Type

Small/Medium Company (300 employees or less) - International Company

Non-Japanese Ratio

Majority Japanese

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Chuo-ku

Salary

4 million yen ~ 6 million yen

Refreshed

February 26th, 2025 15:06

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Daily Conversation

Minimum Japanese Level

Fluent

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Job Overview:

We are seeking a talented Social Media Designer to join our team, focusing on content creation for the Japanese market across platforms like LINE, Facebook, LinkedIn, and X. The ideal candidate will have experience in the fintech industry, a strong understanding of Japanese social media trends, and a keen eye for culturally aligned design. This role involves collaborating with the Marketing Manager and Headquarters to execute visually engaging content that meets brand guidelines.

Responsibilities:

- Develop and execute social media content designs specifically for the Japanese market, aligning with marketing strategies.
- Create visually appealing graphics, handle photo retouching, and support graphic needs for the website.

- Stay updated on Japanese social media trends, platform updates, and user behavior.
- Collaborate with marketing, product, and engineering teams to ensure brand consistency and campaign success.
- Adapt content for various platforms including Facebook, Instagram, LINE, X, and LinkedIn.
- Monitor social media performance and adjust content for optimization.
- Follow brand guidelines and maintain design standards.
- Incorporate Japanese brand image strategies into social media content.

Qualifications:

- 2-3 years of proven experience as a Social Media Designer, preferably in fintech or banking.
- Strong portfolio of social media campaigns and design work for the Japanese market.
- In-depth knowledge of Japanese social media platforms and design aesthetics.
- Fluency in Japanese (written and spoken) is essential; English is a plus.
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, After Effects) and Figma.
- Ability to work independently, manage tight deadlines, and collaborate with teams.
- Strong communication and interpersonal skills.

Employment type :

Full-time employee

Probation period: 3 months (no change in wages or conditions)

Working Hours:

9:30am - 6:30pm

※ Excluding Saturdays, Sundays and public holidays

Salary details :

Wages will be determined based on experience and ability.

*Salary includes fixed overtime pay.

Benefits and Welfare:

- Health insurance, employee pension insurance, employment insurance, workers' compensation insurance
- Paid vacation days, along with sick leave, summer vacation, New Year vacation, and special leave
- Commuting allowance

Company Description