



## German Language Marketer | Visa Sponsorship Available

Connecting Japan + German Speaking world

### Job Information

#### Hiring Company

ZenGroup Inc.

#### Job ID

1529030

#### 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 ~ 4 million yen

#### Salary Bonuses

Bonuses included in indicated salary.

#### Refreshed

March 26th, 2025 19:10

### General Requirements

#### Minimum Experience Level

Over 1 year

#### Career Level

Mid Career

#### Minimum English Level

Business Level

#### Minimum Japanese Level

None

#### Other Language

German - Native

#### Minimum Education Level

Bachelor's Degree

#### Visa Status

Permission to work in Japan required

### Job Description

German Language Marketer | Visa Sponsorship Available | Work on a Marketing Team with over 20+ nationalities

German language marketer / media sponsorship manager / front-end marketing team member / international marketing

## <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 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

· A position has opened in ZenMarket's marketing division! We are looking for a skilled German-speaking digital marketer to join our team and collaborate with our unit leader to run optimized digital marketing campaigns for our German-speaking customers. As part of a team of over 20 international digital marketing professionals, you will be fully involved in the marketing funnel. Planning and executing targeted campaigns, strengthening relationships with our German customers, and tracking and analyzing data to drive measurable results.

### ◆ Position Title

- German Language Marketer

### ◆ Main duties

- PPC Marketing
- Content Creation and Strategy Development
- Influencer Marketing
- Data Analysis and Reporting
- Email Marketing
- SNS Marketing
- English to German Localization

### ◆ Example 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

### ◆ 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

▼ Must Have Skills

- Native German speaker.
- Digital marketing experience (PPC, SEO, influencer marketing, SNS marketing).
- Experience working in a corporate environment.
- 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.

◆ 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

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Company Description