



## Turkish Language Marketer ※International Workplace!

Connecting Japan+Turkish Speaking World!

## 募集職種

## 採用企業名

ZenGroup株式会社

## 求人ID

1521216

## 業種

インターネット・Webサービス

## 会社の種類

大手企業 (300名を超える従業員数)

## 外国人の割合

外国人 多数

## 雇用形態

正社員

## 勤務地

大阪府, 大阪市中央区

## 最寄駅

堺筋線駅

## 給与

300万円～経験考慮の上、応相談

## ボーナス

給与：ボーナス込み

## 更新日

2025年02月07日 09:15

## 応募必要条件

## 職務経験

1年以上

## キャリアレベル

中途経験者レベル

## 英語レベル

ビジネス会話レベル

## 日本語レベル

無し

## その他言語

トルコ語 - ネイティブ

## 最終学歴

大学卒：学士号

## 現在のビザ

日本での就労許可が必要です

## 募集要項

Turkish Language Marketer

Turkish Language Marketer

<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

· In 2022, we launched the Turkish version of ZenMarket, and over the past three years, it has created constant growth supported by our seasoned digital marketer localizing cross-platform campaigns. At the end of 2024, the Turkish digital marketer stepped into a management role, creating an opening we seek to fill immediately. Join our international team of over 25 digital marketing professionals and sharpen your marketing skills by taking our Turkish market to new record-breaking heights.

◆ Position Title

- Turkish Language Marketer

◆ Main duties

- PPC marketing (Google Ads, FB Ads, Reddit Ads, and etc)
- SNS marketing (IG, FB, X, Reddit and 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.)
- Localization (Translate EN content in Turkish)

◆ 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

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## スキル・資格

- ◆ Must-Have Skills
  - Native Turkish speaker
  - Business level English
  - Digital Marketing Experience (e.g. PPC, SEO, Influencer, SNS, Email etc.)
  - Corporate experience (1+ years)
- ◆ Preferred Skills
  - Experience with digital marketing tools (PPC, SEO, Meta ads,GA4, etc.)
  - Japanese language skills JLPT N3 or better
  - Web editing experience (HTML, CSS, copywriting, etc.)
  - Data analysis experience (PowerBI, Tableau, etc.)
  - Coding experience (Python, Javascript etc.)
  - Legal and Regulatory Knowledge for Turkish import customs & rules.

## <Who We Are Looking For>

- ◆ Personality
  - Global Mindset & Adaptability: Someone open-minded and flexible, with a strong ability to embrace both Japanese and Turkish cultures. Quickly adapts to changing market trends, consumer preferences, and unexpected challenges.
  - Strategic & Data-Driven Thinker: Someone skilled at planning and executing marketing strategies that align with both short- and long-term marketing goals. Successful candidates should be able to use data to make informed decisions and continuously optimize campaigns based on insights.
  - Collaborative & Cross-Cultural Communicator: Someone who is comfortable working with cross-cultural teams and can effectively bridge gaps between a diverse range of project stakeholders.
  - Curious Problem-Solver with Resilience: Resourceful and persistent in overcoming marketing challenges, with a strong sense of curiosity to continuously learn. Identifies potential issues early and tackles them proactively while staying patient and focused on long-term success.

## ◆ 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)
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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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## 会社説明