



Spanish digital marketer | Work with 30+ nationalities!

Connecting Japan+Spanish speaking World

#### Job Information

**Hiring Company**

ZenGroup Inc.

**Job ID**

1462680

**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 ~ 3.5 million yen

**Salary Bonuses**

Bonuses included in indicated salary.

**Refreshed**

May 15th, 2024 06:00

#### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Daily Conversation

**Other Language**

Spanish - Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

#### Job Description

Bring Japanese products to the Spanish-speaking world!

## <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 30 nationalities, 6 continents, and providing our services to the world in 19 languages.

### ◆ What We Do

- We connect Japan to the rest of the world by providing a marketplace for foreigners to enjoy Japanese products in 19 languages through our ZenMarket proxy buying platform.
- Via our ZenPop service we offer a subscription box service delivering highly curated boxes of snacks, stationery supplies and other goods all over the world.
- For Japanese brands looking to break into the world of ecommerce we offer our ZenPlus EC-Mall where the best of "made in Japan" can market their goods to a global audience.
- Japanese companies seeking solutions to improve their advertising strategies towards foreign markets can utilize ZenPromo, our ad consulting service.

### ◆ Why We Are Hiring

Being the second biggest market and still growing, the Spanish market has been a huge focus for our ZenMarket team. With the continuous growth throughout 2023 and an all-time sales record this month, We have decided to add another Spanish marketer to our team to handle the countries of the world's second most spoken language. Working as a part of a team of 3 Spanish marketers, you will use your digital marketing knowledge to refine our marketing strategies and share Japan with the world.

### ◆ Position Title

- Spanish Language Marketer

### ◆ Duties

- PPC advertisements (GDN, Meta ads, etc)
- SNS management
- Influencer marketing
- Content Marketing ( blogs, keyword research, SEO)
- Data analysis (Google analytics etc.)
- Email marketing
- English to Spanish localization

### ◆ Sample day at work

9~10 Morning routine: Arrive at work, get coffee, check-in with the team, catch up with outstanding emails

10~11 Data: Check PPC ads performance and make changes that will optimize and improve the campaigns in the long term..

11~12 Focus block: Research Keywords and topics trending on SNS for ideas on SEO content for the ZenMarket blog.

12~13 Lunch Break

13~14 Focus block continued: Research Keywords and topics trending on SNS for ideas on SEO content for the ZenMarket blog.

15~16 Management: Send writing tasks to freelancers to complete. Review work already submitted by freelancers and publish if accepted.

16~17: SNS management : Make creatives for use in PPC ads and organic SNS posts based on completed research. Schedule SNS posts.

17~18 Wrap up: Design engaging emails to be sent out to various segments of subscribers to prompt them to read, purchase or share. Finish up the remaining task and prepare for tomorrow.

## Required Skills

### ◆ Must Have Skills

- Native Spanish speaker
- Digital marketing experience in at least one of the following: (PPC, SEO, Influencer marketing, SNS marketing)
- Experience working in a corporate environment

### ◆ Preferred Skills

- Professional marketing experience focused on South American markets
- Other marketing experience (Content marketing, Email marketing etc.)
- Japanese skill (JLPT N3 or better)
- Copywriting experience

## <Who We Are Looking For>

### ◆ Personality

- Spanish Writing Enthusiast: A person who has genuine passion for writing content in their native tongue suited for the Spanish speaking audience
- Social Media Savvy: A person that is strong with navigating the digital landscape, and has interest in managing social media accounts.
- Analytical skills - ability to work with data and identify opportunities for improvement based on a variety of available metrics.
- Growth-Oriented: Someone who is enthusiastic about personal and professional growth, and is ambitious to contribute to our company's expansion.

### ◆ Employment Type

- Permanent employee (Full Time)

**◆ 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**

- ¥260,000 - ¥280,000 per month (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)
- Overtime Pay (Paid by the minute)
- Unemployment Insurance, National Health Insurance, Worker's Accident Insurance
- Casual dress code (No suit required)

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**Company Description**