



## French Language Marketer | International Workplace!

**Connecting Japan + French Speakers!**

## Job Information

**Hiring Company**

ZenGroup Inc.

**Job ID**

1466860

**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**

May 8th, 2024 01:00

## General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Daily Conversation

**Other Language**

French - Native

**Minimum Education Level**

Bachelor's Degree

**Visa Status**

Permission to work in Japan required

## Job Description

&lt;About Us&gt;

#### ◆ 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 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

French speakers living outside of Japan deserve the chance to enjoy wonderful products from Japan. To support French users, we established the French language version of ZenMarket in 2017. The French Market has grown to become our third-largest market, with a 20% increase in market growth from last month. With the continuous growth we are experiencing and changes in our teams, we have decided to hire a French digital marketer with creative ideas, knowledge, and a passion for sharing Japan with the French-speaking world. You will use your digital marketing experience to create SEO-friendly content and launch PPC ad campaigns targeting the French-speaking world.

#### ◆ Position Title

- French Language Marketer

#### ◆ Duties

- PPC advertisements (GDN, Meta ads, etc)
- SNS management
- Influencer marketing
- Content Marketing ( blogs, keyword research, SEO, landing pages)
- Data analysis (Tracking KPI achievements, goals and reporting on all aspects)
- Freelancer management
- Email marketing

#### ◆ 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

### <Who We Are Looking For>

#### ◆ Personality

- French Writing Enthusiast: Someone genuinely passionate about the French language with a strong appetite for reading and writing across various content topics.
- Social Media Savvy: An individual proficient in navigating the digital landscape and interested in managing social media accounts.
- Analytical Skills: The ability to work with data and identify opportunities for improvement based on various available metrics.
- Growth-Oriented: Someone enthusiastic about both personal and professional growth, eager to contribute to our company's expansion.

#### ◆ Must Have Skills

- Native French Speaker
- Advanced SEO knowledge and content writing skills (blogs, copywriting, ebooks, newsletters, etc.)
- PPC Experience (Google, Twitter, Pinterest, Microsoft, LinkedIn, etc.)
- Data management skills (Google Sheets formulas, Excel, Zapier, SEMRush, Asana, Brand24, etc.)

#### ◆ Preferred Skills

- Email marketing experience
- Experience managing influencers/freelancers
- Community and Social Network management experience
- Proficiency in Japanese at N3 level or above
- Familiarity with additional marketing tools such as Google Analytics and Google Search Console

**◆ 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 years holidays (4 days)
- Total 26 paid days off per year (Increases year over year)

**◆ Salary**

- 270,000+ 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)
- Relocation Allowance: ¥100,000 available for applicants relocating to Osaka from outside the Kansai region.
- Overtime Pay (Paid by the minute)
- Unemployment Insurance, National Health Insurance, Worker's Accident Insurance
- Business casual dress code (No suit required)

**◆ Hiring Process**

- First Interview - Hiring Team (45-60 mins, Online or In-person)

\* Marketing & Logic Tests (Excluded for Online Interviews)

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- Second Interview - Marketing Team (45-60 mins, In-person required)

Travel Reimbursement up to ¥27,000 available for applicants outside the Kansai region

\* Marketing & Logic Tests (If not completed during the first interview)

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- Third Interview - HR Planning Leader (30-60 mins, Online or In-person)

\* Company Culture Test

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Hiring Decision

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## Company Description