



日本語 B2Bコンテンツの執筆 & 英日ローカライズ + SEO対策&コンテンツ戦略の経験者募集

Hybrid Work | 英語環境 ♦ グローバルブランドの声を、日本市場に届ける仕事

Job Information

Hiring Company

Custom Media K.K.

Job ID

1528145

Industry

Advertising, PR

Company Type

Small/Medium Company (300 employees or less)

Job Type

Permanent Full-time

Location

Tokyo - 23 Wards, Minato-ku

Train Description

Hibiya Line, Kamiyacho Station

Salary

Negotiable, based on experience

Refreshed

July 30th, 2025 00:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Summary

Custom Media is an award-winning, full-service B2B agency that connects Japan with the world, delivering data-driven, creative marketing solutions to help our clients in revolutionary industries—AI, Clean Energy, Fintech, Healthcare, Manufacturing and Technology—shape the future.

Our mission is to empower industries at the forefront of sustainable change to succeed in Japan by creating meaningful connections with their audiences through the power of storytelling.

We are looking for a Japanese Editor and translator to localize compelling, culturally relevant content for B2B clients across

various industries. This role requires a deep understanding of the Japanese language, business communication, and marketing best practices.

Responsibility

【Content Creation & Localization】

- Create and localize high-quality Japanese B2B content for client websites, blogs, newsletters, case studies, whitepapers, and other marketing materials, including advertorials.
- Adapt global messaging to local (Japanese) trends/opportunities while maintaining the brand's voice and cultural relevance.
- Collaborate with Content Strategy Director to craft engaging brand narratives that align with client positioning and business objectives.
- Ensure all content adheres to tone, style, and messaging guidelines.
- Collaborate with PR and marketing teams to develop thought leadership content for executives.

【SEO & Performance-Based Writing】

- Optimize content for search and AI engines by using strong keywords without compromising readability.
- Analyze content performance and update or repurpose existing content to improve engagement and website traffic.
- Advise and implement improvements on Landing Pages and Contact Forms to enhance user experience and conversion rates.
- Stay up-to-date with industry trends, competitor content strategies, and best practices in Japanese B2B marketing.
- Provide insights on content trends and audience preferences to refine content strategies.

Working Hours

- 9:30 am to 6:30 pm Monday to Friday
- Work from home and/or office flexibility

Compensation and Benefits

- Work with leading B2B brands in revolutionary industries
- Be part of a dynamic, collaborative team passionate about storytelling and marketing innovation.
- Enjoy a flexible, hybrid/remote work environment.
- Opportunities for professional growth and continuous learning.
- Attractive salary negotiable based on experience.
- Transport allowance, work from home allowance.
- Paid vacations, social insurance, and benefits.
- Full exposure to all aspects of our business.
- Network of established professionals and senior leaders.
- Friendly, comfortable environment at a central office in Kamiyacho.

Holidays

Saturdays and Sundays, National Holidays in Japan, Paid Vacation

Location Details

Tokyo, Japan

【Address】

Toranomon 40MT Building 7F 5-13-1 Toranomon, Minato-ku Tokyo 105-0001

Required Skills

Key Qualifications

- Native-level Japanese proficiency with exceptional writing, editing, and storytelling skills.
- Business-level English proficiency (ability to understand and translate complex concepts from English to Japanese).
- 3+ years of experience in editing, translating, content marketing, journalism, or PR, preferably in a B2B environment.
- Strong understanding of Japanese business culture and marketing communication styles.
- Experience writing for industries such as technology, finance, professional services, or manufacturing is a plus.
- Familiarity with SEO best practices and digital marketing trends.
- Ability to manage multiple projects and meet deadlines in a fast-paced agency environment.

Education

Bachelor's degree in Journalism, Communications, Public Relations, Marketing, or a related field.

Company Description