VAYNERMEDIA

コピーライター

Job Information

Hiring Company
VaynerMedia Japan GK

Subsidiary
VaynerMedia(ヴェイナーメディア)

Job ID
1533295

Industry
Advertising, PR

Job Type
Permanent Full-time

Location
Tokyo - 23 Wards

Salary
3 million yen ~ 8 million yen

Salary Bonuses
Bonuses paid on top of indicated salary.

Refreshed
November 26th, 2026 06:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
None (Amount Used: English usage about 10%)

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

In this position, you will work as a copywriter in our creative team and will be responsible for copywriting (including idea generation and production work) for ongoing and one-off projects.

Based on the client's business priorities and competitor situations, social media trends, changing algorithms, and a fast and accurate understanding of consumers, we pay attention to the nuances of the details, as well as the intention and structure of communication during the production process. We work strategically across departments with a strong awareness of the PDCA cycle.

After joining the company, you will work full-time at a Japanese corporation.

[Job Description]

- Involved in a wide range of creative production for client projects and in-house projects, from short-term organic social media content to integrated campaigns that build brands.
- Collaborate with multiple creative leads and strategic planning teams to contribute beyond your role within a flexible team structure that supports client marketing activities for each brand and community.
- Have a deep understanding of industry best practices and major social media platforms, and are always open to learning, practicing, and spreading VaynerMedia's unique perspective and approach both internally and externally.
- Rather than focusing on individual achievement, the focus is on "developing ideas, shaping them, and helping the team propose them in the best possible way."
- In teamwork, regardless of position, contribute as a creator who takes the initiative and demonstrates leadership by guiding other members.
- Excellent storytelling skills and a thorough understanding of Japanese grammar and language usage
- Understand a wide range of communication methods, from UGC and influencer-based SNS organic content to advertising and promotion, and strategically seek out and embody the most suitable method through trial and error.
- Deepen your understanding of consumers through social media responses, and achieve effective brand communication by always keeping the PDCA in mind.

Required Skills

[Required skills and conditions]

- Over 1 year of experience in the creative, media, and advertising industry
- Experience in copywriting and planning social media strategies and campaigns
- Concept planning and brainstorming skills
- Understanding and interest in the characteristics and formats of various SNS platforms
- Ability to make proposals that utilize knowledge and passion in specific areas of interest such as beauty (skincare/cosmetics), sports, music, and food
- While valuing creativity and sensibility, we also proactively use data and analytical thinking to generate ideas.
- Practice incorporating new ideas from yourself and others, without clinging to your own ideas or past successes and failures.
- Excellent interpersonal communication skills
- Someone who always strives for high standards in work, and who can discipline themselves to produce results
- Building trust through honest actions
- People who enjoy actively learning and searching for the right answer through practice
- Those who are optimistic and have the mindset to look for and create reasons why something can be done, rather than fixating on reasons why it can't be done

Company Description