



Simplified Chinese Language Marketer

Experience in SNS management SEO PPC

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1544884

Industry

Digital Marketing

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

Chuo Line, Hommachi Station

Salary

3 million yen ~ 4.5 million yen

Work Hours

9:15 AM – 6:15 PM (8 working hours / 1 hour break)

Holidays

Saturday & Sunday

Refreshed

August 12th, 2025 12:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Other Language

Chinese (Mandarin) - Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

Our previous Chinese Digital Marketer was recently promoted to a management role, creating an immediate opening for an experienced Chinese Digital Marketer to join ZenMarket's team of digital marketing professionals. We aim to continue expanding our Simplified Chinese user base globally and gain significant market share in regions with large Chinese-speaking populations, such as Malaysia and Singapore. Take the next step in your digital marketing career by expanding ZenMarket's service to Chinese speakers and see a visible impact of your efforts.

Main Duties

- PPC marketing (Google Ads, Facebook Ads, etc.)
- Social media marketing (Facebook, Instagram, Twitter (X), 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.)
- English to Simplified Chinese localization

About Us

ZenGroup is an e-commerce company based in Osaka, Japan, with over 400 active employees across our headquarters and logistics centers. With a diverse workforce representing more than 34 nationalities, we support the international market in purchasing products from Japan and help Japanese companies sell their products overseas.

ZenGroup currently operates the following seven services:

- ZenMarket: A proxy-buying platform that enables international customers to shop in their own language on major Japanese e-commerce sites such as Mercari, Yahoo Auctions, Yahoo Shopping, and more.
- ZenPlus: An e-commerce marketplace that connects over 3,000 small to mid-sized Japanese businesses with international customers.
- ZenPromo: A promotional service that helps Japanese companies refine their international marketing strategies and build global brand awareness.
- ZenPop: A monthly subscription box service offering curated stationery items that highlight Japanese kawaii culture and other cultural elements.
- ZenLink: An HTML tag-based service for Japanese e-commerce companies that enables their products to be purchased on ZenMarket, driving international web traffic to their stores.
- ZenStudio: A creative agency specializing in web design and video production, supporting businesses entering digital media or enhancing their e-commerce presence to meet modern trends.

Today, our platform has over 2 million registered users, is available in 19 languages, and serves customers in over 181 countries across six continents—delivering Japanese products to the world.

Department

ZenMarket Division Zenmarket · Marketing Team (Team Leaders = 5、Language Marketers= 30)

Contract Type

Full-time (Permanent)

Reason for Hire

Staff expansion

Working Hours

Standard working hours: 9:15 AM – 6:15 PM (8 working hours / 1 hour break)

Flextime available: Start work anytime between 7:00 AM - 10:00 PM, with up to 2 hours of break time per day.

*Standard working hours apply during the initial training period (approx. 2 months)

Work Location

10th floor Osaka Sakaisuji L-Tower 1-7-7 Kawaramachi, Chuo-ku, Osaka

*On-site

Access

Osaka Metro Chuo Line Sakaisuji Honmachi Station 6 mins

Salary

270,000-290,000~Monthly (based on previous experience and ability)

- Bonus: twice a year (June and December)
- Salary evaluation: once a year
- 3 Month probationary period (Salary same as above)

Estimated salary in year 1: 3.24~4.06M¥

Other Allowances

- Overtime (paid by minute)
- Transportation allowance (Up to ¥30,000/month)
- Managerial allowance

Days Off & Vacation Leave

- 5-day workweek (Saturday & Sunday off)
- New Year holiday (4 days)
- Paid leave (26 days in year 1)
- Congratulatory and condolence leave
- Maternity/Paternity leave
- Child care leave
- Personal day leave

Benefits

- Complete social insurance (workers' compensation, employment, health, welfare pension)
- Business casual dress code (No suit required)
- Training system (job-specific, level-specific training)
- Japanese/English lessons
- In-house club activities (karaoke, day camp, etc.)
- Monthly company events
- Free tea and coffee

Regarding Paid Vacation

26 days of paid leave are provided from the first year, with the number increasing annually.
In 2024, the paid leave usage rate exceeded 80%

Required Skills**Must-Have Skills**

- Native speaker of Simplified Chinese
- Writing Experience in Simplified Chinese
- At least 1 year of Marketing experience in 2 or more of the following fields (SNS management, SEO, Influencer marketing, email marketing, PPC, etc)
- Experience working in a corporate or team environment
- Advanced English communication skills (business level or above)

Preferred Skills

- Digital marketing experience specifically targeting Singapore or Malaysia
- Strong attention to detail and creativity in content creation
- Japanese skill (JLPT N3 or higher)
- Web editing experience (HTML, CSS, copywriting, etc.)

Personality

- Passionate Writer: Loves Japan and is excited to share fascinating aspects of Japanese culture through writing blogs & articles.
- Strong Communication: Clearly and respectfully communicates and expresses their thoughts in cross-cultural teams.
- Data-driven: Takes analytical approaches to decision-making and makes choices based on clear data & evidence.
- Growth Mindset: Eager for professional and personal growth and is willing to learn from and collaborate with other team members.

Selection Process

First interview – Hiring Team (45-60 mins, online or in-person)

*Logic test + marketing test (tests excluded for online Interviews)

Second interview – Marketing Team (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)

Third Interview – HR Planning Team (45-60 mins, online or in-person)

*Company culture test

Company Description