



Thai Language Marketer

Job Information

Hiring Company[ZenGroup Inc.](#)**Job ID**

1553748

Division

ZenMarket Division

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

Chuo Line, Sakaisuji Hommachi Station

Salary

3 million yen ~ 4 million yen

Work Hours

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

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

September 3rd, 2025 09:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Daily Conversation

Other Language

Thai - Native

Minimum Education Level

Bachelor's Degree

Visa Status

Permission to work in Japan required

Job Description

The Thai language version of ZenMarket has been successful, yet it holds the potential for even stronger growth. We are currently facing challenges with customer retention, as we attract many new customers but see insufficient recurring users. To address this, we are seeking a dedicated Thai marketer who can bring a fresh approach to solve this issue. As a Digital Marketer for ZenMarket, you will strategically plan campaigns across all digital channels, including PPC and influencer marketing, and create attractive content with the goal of increasing customer retention and encouraging the Thai market to buy products from Japan.

- 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 Thai localization

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
Section Leaders = 2, Team Leaders = 5, Unit
Leader = 1, Digital Marketers = 32

Positions Available : 1

Reason for hire : Vacancy

Contract Type

'Permanent employee (full time)
3 Month probationary period (salary same as above)

Salary

Estimated salary in year 1: 3.0m~4.0m¥
270,000~290,000 Monthly (Based on previous experience and ability)
● Bonus: Twice a year (June and December)
● Salary evaluation: Once a year

Work Location

Osaka Sakaisuji L Tower, 1 Chome-7-7
Kawaramachi, Chuo, Osaka, Osaka Prefecture, Japan
*On-site
Access: Osaka Metro Chuo Line Sakaisuji Honmachi
Station 6 mins

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).

Days Off & Vacation Leave

- 5-day workweek (Saturday & Sunday off)
 - New Year holiday (4 days)
 - Paid leave (26 days in year 1, increasing yearly)
 - Congratulatory and condolence leave
 - Maternity/paternity leave
 - Child care leave
 - Personal day leave
- *Work is required on national holidays, excluding the New Year holiday.

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%.

<Other Allowances>

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

<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

Required Skills**[Must-Have Skills]**

- Fluency in Thai
- Writing Experience in Thai
- 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 Thailand
- 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 - (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