



## Creative Director – Global VTuber Content

### Business English Requirement

#### Job Information

**Recruiter**

PROGRE Ltd

**Hiring Company**

The entertainment company specializing in VTubers, Metaverse con

**Job ID**

1558247

**Industry**

Internet, Web Services

**Company Type**

Small/Medium Company (300 employees or less)

**Non-Japanese Ratio**

About half Japanese

**Job Type**

Permanent Full-time

**Location**

Tokyo - 23 Wards

**Salary**

4 million yen ~ 8 million yen

**Work Hours**

Standard working hours are 9:00 AM to 7:00 PM

**Refreshed**

September 16th, 2025 11:47

#### General Requirements

**Minimum Experience Level**

Over 6 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level (Amount Used: English usage about 50%)

**Minimum Japanese Level**

Daily Conversation

**Other Language**

Spanish - Native

Chinese, Korean

**Minimum Education Level**

High-School

**Visa Status**

Permission to work in Japan required

## Job Description

**Location:** Tokyo, Japan (Hybrid: Minimum 1 in-office day/week)

**Salary:** ¥4,000,000 – ¥8,000,000 JPY / year

### About the Company

We are a fast-growing entertainment company founded in 2022, specializing in VTubers, Metaverse content, and influencer-driven IP. Spun off from a major Japanese commercial TV network, we blend the power of traditional media with cutting-edge virtual content to deliver experiences that transcend the boundary between reality and the virtual world.

Our core businesses include:

- **VTuber Creator Network:** Operating one of the largest VTuber networks globally, with over 300 creators.
- **Metaverse Content Production:** Creating TV programs, live streams, and real-life events with a virtual twist.
- **Metaverse Solutions:** Supporting promotional strategies through content creation and influencer collaboration.

### Position Overview

We are looking for a **Creative Director** to lead the creative direction and execution of our global VTuber project, primarily targeting the **North American market**. This includes livestreams, social media content, and promotional visual assets.

You'll work closely with internal teams, virtual talents, and international partners to ensure a consistent and culturally resonant creative output. This is an opportunity to shape a global IP from its early stages and bring Japanese virtual entertainment to a worldwide audience.

### Responsibilities

- Lead the planning, scheduling, and execution of creative content (livestreams, videos, social media assets, etc.)
- Collaborate with directors, designers, talents, and external vendors to maintain quality and consistency
- Oversee localization processes (JP ↔ EN) to ensure global content standards are met
- Coordinate production workflows across internal departments and partner companies
- Optimize documentation, production pipelines, and inter-team communication
- Drive innovation while staying aligned with project and brand objectives

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## Required Skills

### Requirements

- Business-level English (verbal & written)
- Experience in content planning and production coordination
- Proficiency in Microsoft Office 365 (Word, Excel, PowerPoint)

### Preferred Qualifications

- Experience in global IP development or localization
- Background in international entertainment projects
- Experience with digital or live event production
- Familiarity with the influencer/VTuber/MCN industry
- Additional language skills (Spanish, Chinese, Korean, etc.)

### Ideal Candidate Profile

- Strong communication and interpersonal skills
- Proactive, responsible, and self-driven

- Positive and adaptable to change
- Passionate about virtual content and cross-cultural entertainment
- Embraces teamwork and respects diverse perspectives
- Curious, humble, and ready to grow through new challenges

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## Company Description