



Italian Language Marketer

Job Information

Hiring Company

ZenGroup Inc.

Job ID

1568940

Division

ZenMarket Marketing Team

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

Salary

3 million yen ~ 4 million yen

Work Hours

Standard working hours: 9:15 AM – 6:15 PM *Flextime available

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

February 4th, 2026 06:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Daily Conversation

Other Language

Italian - Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

<Job Description & Position Highlights>

- As a native Italian speaker, I oversee all digital marketing for ZenMarket.
- I contribute to the growth of cross-border e-commerce that delivers Japanese products worldwide.
- I handle everything from strategy development to execution, including data analysis, social media initiatives, and PPC advertising management.
- Flexible hours, casual dress code, 26+ days of paid leave, and comprehensive benefits.

[Job Responsibilities]

Attention all Italian speakers! ZenGroup aims to take our Italian language version of ZenMarket to the next level by significantly boosting the number of user accounts and market share in Italy and other Italian-speaking regions.

Do you have a deep appreciation for Japanese products and a desire to share them with the world?

We want you to join our diverse digital marketing team of over 40 members and build a successful professional career in Japan through cross-border Ecommerce.

■Main Duties :

- PPC marketing (Google Ads, FB Ads, Tiktok, Reddit Ads, and etc)
- SNS marketing (IG, FB, X, Reddit and etc)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- Community Marketing (Telegram, FB group, Reddit, Discord)
- Content Marketing (SEO, Organic Marketing, etc.)
- Email Marketing (Mass and Niche Marketing)
- Data Analysis (Google Analytics, Google Sheets, Looker Studio, etc.)
- Localization (Translate EN content in Italian)

■Department :

ZenMarket Division

ZenMarket Marketing Team

(Italian Language Marketer Unit Leader = 0、Italian Language Marketer= 1 (until December 11th, 2025))

■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 six 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.

■Reason for hire :

Vacancy

[Employment Type]

Permanent employee (full time)

*3 Month probationary period (salary same as below)

[Salary]

280.000 - 310.000~Monthly (Based on previous experience and ability)

*Estimated salary in year 1

●Bonus: Twice a year (June and December)

●Salary evaluation: Once a year

[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 AM, with up to 2 hours of break time per day.

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

[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

[Holidays & 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.
- 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%.

[Benefits & Welfare]

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

- Native Italian speaker
- Business level English
- Digital Marketing Experience (e.g. PPC, SEO, Influencer, SNS, Email etc.)
- Corporate experience (1+ years)

[Preferred Skills]

- Experience with digital marketing tools (PPC, SEO, Meta ads, GA4, etc.)
- Japanese language skills JLPT N3 or better
- Web and visual editing experience (HTML, CSS, copywriting, etc.)
- Data analysis experience (Google Sheet, PowerBI, Tableau, etc.)
- Coding experience (Python, Javascript, C++ etc.)
- Understand Italian Customer Behaviours and Personal
- Corporate experience in Japan

[Personality]

- Strong Communication Skills: Excellent written and verbal communication abilities.
- Capable of effectively communicating within an international team structure and adhering to Japanese business communication norms.
- Strategic & Data-Driven Thinker: Someone skilled at planning and executing marketing strategies that align with both short- and long-term marketing goals. Successful candidates should be able to use data to make informed decisions and continuously optimize campaigns based on insights.
- Collaborative & Cross-Cultural Communicator: Someone who is comfortable working with cross-cultural teams and can effectively bridge gaps between a diverse range of project stakeholders.
- Curious Problem-Solver with Resilience: Resourceful and persistent in overcoming marketing challenges, with a strong sense of curiosity to continuously learn. Identifies potential issues early and tackles them proactively while staying patient and focused on long-term success.
- Avid Learner: We welcome applicants who are enthusiastic about learning new things and growing as marketing professionals.

[Positions Available]

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[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