



Italian Language Marketer – Unit Leader

Job Information

Hiring Company

[ZenGroup Inc.](#)

Job ID

1569590

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

3.5 million yen ~ Negotiable, based on experience

Work Hours

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

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

February 16th, 2026 03:00

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

Italian Language Marketer – Unit Leader

Department: ZenMarket
Division: ZenMarket Marketing Team
Location: Osaka, Japan
Employment Type: Permanent Employee (Full-Time)
Positions Available: 1

About the Role

ZenMarket's Italian version has been steadily growing, and we are looking for an experienced **Italian Language Marketer – Unit Leader** to lead and expand our presence in the Italian market.

In this role, you will oversee all marketing activities for the Italian market, manage projects and KPIs, and drive user engagement and business growth. You will work closely with an international team of over 30 digital marketers based in Japan, leading e-commerce campaigns targeting Italy and other Italian-speaking regions worldwide.

Main Responsibilities

- **PPC Marketing:** Google Ads, Facebook Ads, Reddit Ads, and native paid channels
- **SNS Marketing:** Instagram, Facebook, X, Reddit, and other platforms
- **Influencer Marketing:** Sponsorships, collaborations, and integrations
- **Content Marketing:** SEO and organic marketing initiatives
- **Email Marketing:** Mass and niche campaigns
- **Data Analysis:** Google Analytics, Google Sheets, Looker Studio, etc.
- **Localization:** Translating and localizing English content into Italian
- **Project Management:** Setting KPIs and leading projects to grow the Italian market

About ZenGroup

ZenGroup is an e-commerce company based in Osaka, Japan, with over 400 employees across headquarters and logistics centers. Our diverse team represents more than 34 nationalities, supporting global customers in purchasing products from Japan and helping Japanese companies expand overseas.

Our Services:

- **ZenMarket:** Proxy-buying platform for major Japanese e-commerce sites
- **ZenPlus:** Marketplace connecting Japanese SMEs with international customers
- **ZenPromo:** International marketing and brand promotion service
- **ZenPop:** Monthly subscription box showcasing Japanese culture
- **ZenLink:** HTML-based solution enabling overseas purchases via ZenMarket
- **ZenStudio:** Creative agency specializing in web design and video production

Our platform serves over **3 million registered users**, is available in **19 languages**, and reaches customers in **181+ countries worldwide**.

Required Skills

Must-Have Skills

- Native Italian
- Business-level English
- Proven experience in digital marketing (PPC, SEO, influencer marketing, SNS, email, etc.)
- Management experience, including leading team-wide projects

Preferred Skills

- Corporate work experience (1+ year)

- Japanese language ability (JLPT N3 or higher)
- Web editing experience (HTML, CSS, copywriting, etc.)
- Data analysis experience (Power BI, Tableau, etc.)
- Coding experience (Python, JavaScript, etc.)
- Team management experience (1+ year)
- Work experience in Japan

Ideal Candidate Profile

- **Global Mindset & Adaptability:** Comfortable working in a multicultural, international environment and able to adapt quickly to change.
- **Strategic & Data-Driven Thinker:** Makes informed decisions based on data, KPIs, and visual analytics.
- **Collaborative Cross-Cultural Communicator:** Effectively manages teams and communicates across cultures with professionalism and respect.
- **Curious Problem-Solver:** Approaches challenges with resilience, curiosity, and a continuous improvement mindset.
- **Team Player with a Can-Do Attitude:** Positive, proactive, and supportive of team success.
- **Avid Learner:** Motivated to develop new skills and stay current with digital marketing trends.

Position Details

- **Position Title:** Italian Language Marketer – Unit Leader (IT UL)
- **Team Structure:**
 - Italian Language Marketer (Unit Leader): 0
 - Italian Language Marketer: 1 (currently recruiting)

Working Hours

- **Standard Hours:** 9:15 AM – 6:15 PM (8 hours work / 1-hour break)
- **Flextime:**
 - Start between 7:00 AM – 10:00 AM
 - Up to 2 hours of break time per day
- Standard hours apply during the initial training period (approx. 2 months).

Work Location

Osaka Sakaisuji L Tower

1-7-7 Kawaramachi, Chuo-ku, Osaka, Japan

Access:

- 6-minute walk from Sakaisuji-Hommachi Station (Osaka Metro Chuo Line)
- On-site work required

Compensation

- **Monthly Salary:** ¥310,000+ (based on experience and ability)
- **Bonus:** Twice a year (June & December)
- **Salary Review:** Once per year
- **Probation Period:** 3 months (salary unchanged)

Allowances:

- Overtime pay (calculated by the minute)
- Transportation allowance (up to ¥30,000/month)
- Managerial allowance

Holidays & Leave

- 5-day workweek (Saturday & Sunday off)
- New Year holiday (4 days)
- Paid leave: 26 days in the first year (increases annually)
- Congratulatory & condolence leave
- Maternity/paternity leave
- Childcare leave
- Personal day leave

Work is required on national holidays, excluding the New Year holiday.

Benefits

- Full social insurance coverage
- Business casual dress code (no suit required)
- Job-specific and level-based training programs
- Japanese and English language lessons
- In-house club activities (karaoke, day camps, etc.)
- Monthly company events
- Free tea and coffee

Paid Leave Usage:

- 26 days provided from year one
- Paid leave usage rate exceeded 80% in 2024

Selection Process

1. **First Interview** Hiring Team (45–60 minutes | Online or In-person)
 - Logic test + marketing test (excluded for online interviews)
2. **Second Interview** Marketing Team (45–60 minutes | In-person required)
 - Logic test + marketing test (if not completed in the first interview)
 - Travel reimbursement up to ¥27,000 for candidates outside the Kansai region
3. **Third Interview** - HR Planning Team (45-60 mins, online or in person)
 - Company culture test

Company Description