



Polish Language Marketer (Unit Leader)

Job Information

Hiring Company

[ZenGroup Inc.](#)

Job ID

1577953

Division

ZenMarket Division

Industry

Internet, Web Services

Job Type

Permanent Full-time

Location

Osaka Prefecture, Osaka-shi Chuo-ku

Train Description

Chuo Line, Sakaisuji Hommachi Station

Salary

3.5 million yen ~ 5 million yen

Work Hours

Standard working hours: 9:15 AM – 6:15 PM

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

April 15th, 2026 10:00

General Requirements

Minimum Experience Level

Over 1 year

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

Polish - Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

«Job Description & Position Highlights»

- Unit Leader overseeing all digital initiatives for the Polish market

- Significant autonomy to drive strategy and execution in the rapidly growing cross-border e-commerce market
- Lead a multinational team to achieve results and organizational growth through data-driven approaches
- Flexible and supportive environment featuring a flexible work schedule and 26 days of paid leave in the first year

[Job Responsibilities]

A new vacancy has opened within ZenMarket's fast-growing Polish market, and we are seeking a skilled Digital Marketer to join this unit, fostering unity and driving strong leadership. In this role, you will lead the marketing direction and guide your team subordinate on data-driven campaigns to achieve ambitious projects. This is your chance to elevate your management skills and develop your digital marketing expertise across diverse areas (PPC, SNS, Influencer marketing, and more) as you make a direct, visible impact on market growth.

Ready to make an impact? Apply now and help us reach new heights within the Polish market!

■Main Duties :

- PPC marketing (Google Ads, FB Ads, Reddit Ads, native paid channels)
- SNS marketing (IG, FB, X, Reddit and native Polish platform)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- Content Marketing (SEO, Organic Marketing, etc.)
- Email marketing (Mass & Niche Marketing)
- Data analysis (Google Analytics, Google Sheets, Looker Studio, etc.)
- Localization (Translate EN content in Polish)
- Project Management (experience setting KPIs and leading projects to improve the Polish market)

■Department :

ZenMarket Division

ZenMarketing Polish Team (Polish Unit Leader = 1 Polish Marketer = 1)

■Reason for hire :

Vacancy

■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 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.

[Employment Type]

Permanent employee (full time)

*3 Month probationary period (salary same as below)

[Salary]

300,000¥~Monthly (Based on previous experience and ability)

Estimated salary in year 1: 3.96M~4.62M

- Salary evaluation: Once a year
- Bonus: Twice a year (June and December)

[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]

Osaka Sakaisuji L Tower, 1 Chome-7-7 Kawaramachi, Chuo, Osaka, Osaka Prefecture, Japan

*Access: Osaka Metro Chuo Line Sakaisuji Honmachi Station 6 mins

*On-site

[Holidays & Leave]

- 5-day workweek (Saturday & Sunday off)
 - *Work is required on national holidays, excluding the New Year holiday.
- New Year holiday (4 days)
- Paid leave (26 days in year 1)
 - *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%.
- Congratulatory and condolence leave

- Maternity/paternity leave
- Child care leave
- Personal day leave

[Benefits & Welfare]

- Management Allowance: 30,000¥
- 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 Polish
- Business level English
- Digital Marketing Experience (e.g. PPC, SEO, Influencer, SNS, Email etc.)
- Management Experience (Experience managing team wide projects)

[Preferred Skills]

- Corporate experience (1+ years)
- Japanese language skills JLPT N3 or better
- Web editing experience (HTML, CSS, copywriting, etc.)
- Data analysis experience (PowerBI, Tableau, etc.)
- Coding experience (Python, Javascript etc.)

[Personality]

- **Global Mindset & Adaptability:** Open to diverse perspectives and able to work effectively in an international environment. Embraces change and adjusts quickly to new situations, cultures, and challenges.
- **Strategic & Data-Driven Thinker:** Able to make informed, data-driven decisions supported by clear visual analytics.
- **Collaborative & Cross-Cultural Communicator:** Works effectively with diverse teams and communicates clearly across cultures. Able to manage a unit and open to giving and receiving constructive feedback.
- **Curious Problem-Solver with Resilience:** Tackles challenges with curiosity and persistence, learning from setbacks.
- **Team Player:** Values collaboration and supports others to achieve shared goals.
- **Can-Do Attitude:** Positive, proactive, and ready to take on any challenge, demonstrating an ability to overcome obstacles.

[Regarding the Selection]

- Positions Available : 1
- 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