



French Language Marketer (Unit Leader)

Job Information

Hiring Company

[ZenGroup Inc.](#)

Job ID

1577963

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 ~ 4.5 million yen

Work Hours

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

Holidays

5-day workweek (Saturday & Sunday off)

Refreshed

April 1st, 2026 13:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

None

Other Language

French - Native

Minimum Education Level

High-School

Visa Status

Permission to work in Japan required

Job Description

«Job Description & Position Highlights»

- Oversee digital marketing initiatives including PPC, SNS, content, and email targeting French-speaking markets

- Lead initiatives directly driving market expansion and manage the unit team for rewarding challenges
- Engage in data analysis and strategy development, with the appeal of visualizing results and proposing improvements
- Flexible working hours, position-based allowances, commuting expenses covered, training programs, and other internationally competitive benefits for a comfortable work environment

[Job Responsibilities]

The French language version featured on our proxy-purchasing platform, ZenMarket, has been our third-largest user base for years. There is immense growth potential within this market, and we are looking for a digital marketing professional to help us take the next significant step in market expansion, leading digital marketing campaigns.

If you're eager to lead your French-speaking market unit in Japan and work in an international environment, we'd love to hear from you!

■Main Duties :

- PPC Marketing
- Content Creation and Strategy Development
- Influencer Marketing
- Data Analysis and Reporting
- Team Coordination
- Email Marketing
- Project Management

■Department :

ZenMarket Division

ZenMarket French Unit (Marketers = 3)

■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 - 320,000~Monthly (Based on previous experience and ability)

Estimated salary in year 1: 3,600,000~4,480,000

- 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 French speaker.
- 3+ years of digital marketing experience (PPC, SEO, influencer marketing, social media marketing).
- Experience working in a corporate environment
- At least 1 year of team management experience
- Advanced English communication skills (business-level or above).

[Preferred Skills]

- Data analysis skills (Google Analytics, Google Sheets, Looker Studio, etc.)
- Professional marketing experience focused on French-speaking markets
- Additional marketing experience (content marketing, email marketing, etc.)
- Web editing experience (HTML, CSS, copywriting, etc.)
- Japanese language skills (JLPT N3 or higher)

[Personality]

- Excellent communication skills: The candidate should have strong written and verbal communication skills. Familiarity with the concept of reporting, informing, and consulting is essential, indicating an ability to effectively communicate within a team structure and adhere to Japanese business communication norms.
- Self-Motivated and Growth-Oriented: We are looking for someone who is proactive, eager to take on new challenges, and focused on personal and professional growth. The candidate should bring innovative ideas and a positive attitude to the department, enhancing the overall team dynamic.
- Cross-Cultural Communication Proficiency: The ability to professionally interact with individuals from diverse backgrounds and nationalities is crucial. This includes respecting cultural differences and effectively navigating multi-cultural business environments.
- Strong Analytical Skills: The candidate should be adept at working with data, analyzing various metrics, and identifying areas for improvement. This involves a thorough understanding of data analysis tools and the ability to translate data insights into actionable strategies.

[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