Italian Language Marketer Unit Leader

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1577965

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
Negotiable, based on experience

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

Holidays
5-day workweek (Saturday & Sunday off)

Refreshed
November 11th, 2026 07:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Other Language
Italian - Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Position overseeing all marketing initiatives for the Italian version of ZenMarket

- The rewarding opportunity to directly contribute to market growth through data analysis and KPI management
- The excitement of leading a multinational team and personally planning and executing strategies for Italian-speaking markets
- Comprehensive benefits including flexible working hours, manager allowance, and training programs

【Job Responsibilities】
ZenMarket's Italian version has been steadily growing, and we are looking for a Unit Leader with a track record of managing teams and setting achievable goals. You will oversee all marketing activities for the entire Italian market, promoting engagement and development.
Join our international team of over 30 digital marketers in Japan to front-run E-commerce campaigns to Italy and other Italian-speaking regions worldwide.

■Main Duties：

- PPC marketing (Google Ads, FB Ads, Reddit Ads, native paid channels)
- SNS marketing (IG, FB, X, Reddit and others)
- 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 Italian)
- Project Management (experience setting KPIs and leading projects to improve the Italian market)

■Department：
ZenMarket Division, ZenMarket Marketing Team
(Italian Language Marketer (Unit Leader) = 0、
Italian Language Marketer = 1(Search in Progress - We will have no Italian amrketer after 11th December)

■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】
310,000¥ - ~Monthly (Based on previous experience and ability)

- 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】

- Managerial allowance
- 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
- 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.)
- Team Management Experience (+1 year)
- Work experience in Japan

【Personality】

- Global Mindset & Adaptability: Open to diverse perspectives and able to work effectively in a multinational, international environment. This role requires the ability to embrace change and adjust quickly to new situations, different cultural norms, and unexpected business challenges.
- Strategic & Data-Driven Thinker: Able to make informed, high-impact decisions that are clearly supported by robust data analysis and precise visual analytics. This includes monitoring KPIs and translating metrics into actionable marketing strategies.
- Collaborative & Cross-Cultural Communicator: Works effectively with diverse teams and communicates clearly across varied cultures and professional backgrounds. This includes professionally managing a unit, respecting cultural differences, and being open to giving and receiving constructive feedback.
- Curious Problem-Solver with Resilience: Approaches new challenges with intellectual curiosity and strong persistence, viewing setbacks not as failures but as crucial learning opportunities. This mindset is key for overcoming obstacles and driving continuous improvement.
- Team Player & Can-Do Attitude: Actively values collaboration and provides support to colleagues to ensure the entire team achieves its shared objectives and goals. You must be positive, proactive, and ready to take on any challenge to overcome hurdles.
- Avid Learner & Professional Growth: We welcome applicants who are genuinely enthusiastic about acquiring new skills, keeping up with the latest industry trends, and continuously growing their expertise as advanced digital marketing professionals.

【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