Korean Language Marketer

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1577966

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
4 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
November 25th, 2026 08:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Other Language
Korean - Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Position responsible for overall digital marketing for the Korean version of ZenMarket

- The rewarding opportunity to analyze market data and contribute to growth in the Korean market through campaign optimization
- The enjoyable experience of developing strategies and collaborating within a multicultural environment through work with an international team
- Comprehensive benefits including a flexible work schedule, position-based allowances, training programs, and language lessons

【Job Responsibilities】
At ZenGroup, our mission is to connect Japan to the world through e-commerce. Our Korean market has reached an exciting turning point, and we are looking for a passionate digital marketer to lead the way.
Join our team and take advantage of an unique opportunity to build your marketing skills and gain hands-on experience in e-commerce as the voice of ZenMarket in South Korea. You will create a path for our Korean speaking customers to discover and access their favorite Japanese products.

■Main Duties：

- PPC marketing (Naver Ads, 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 Korean)

■Department：
ZenMarket Division
Marketing Team (Section leader: 1, Vice-section leader: 1, Team leaders: 3, Team member: 36)

■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 - 310,000~Monthly (Based on previous experience and ability)
Estimated salary in year 1: 4.0~4.3m JPY

- 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】

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

【Preferred Skills】

- 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.)
- Professional experience analyzing Korean market customer behaviours and trends
- Budget management experience
- Corporate work experience in Japan

【Personality】

- Strong communication skills: Excellent written and verbal communication skills, with experience working comfortably in an international team environment and the ability to adapt to and adhere to Japanese business communication norms.
- Strategic & data-driven thinker: Successful candidates should be able to use market data to make informed decisions and continuously optimize campaigns to align with both short- and long-term marketing goals.
- Adaptable troubleshooter: Resourceful and persistent in overcoming marketing challenges, with a strong sense of curiosity and a willingness to continuously learn. Able to identify potential issues early and address them with proactive solutions.
- Enthusiastic learner: Eager to learn new tools and software, with a strong dedication to growing as a marketing professional.

【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