Turkish Language Marketer

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1579618

Division
ZenMarket Division

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture, Osaka-shi Chuo-ku

Train Description
Chuo Line Station

Salary
3 million yen ~ 4 million yen

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

Holidays
5-day workweek (Saturday & Sunday off)

Refreshed
October 26th, 2026 04:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Other Language
Turkish - Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Planning, execution, and analysis of digital marketing initiatives for the Turkish market

- Drive growth in cross-border e-commerce that delivers Japanese products worldwide
- Grow by taking end-to-end responsibility from strategy development to analysis within a multinational team
- Enjoy a supportive work environment with benefits like 26 days of paid leave in the first year and a flexible work system

【Job Responsibilities】
We launched Turkish ZenMarket in 2022 and have since helped many customers discover special products from Japan. We're hiring a digital marketer to learn what Turkish shoppers really want, grow our audience, and create campaigns that bring positive results. If you have strong digital marketing experience and understand the Turkish market, let's take this market to new, record breaking heights.

■Main Duties：

- PPC marketing (Google Ads, FB Ads, Reddit Ads, and etc)
- SNS marketing (IG, FB, X, Reddit and etc)
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- 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 Turkish)

■Department：
ZenMarket Division, Zenmarket Marketing Team
(Team Leaders = 5、Language Marketers= 30)

■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】

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

【Preferred Skills】

- Experience with digital marketing tools (PPC, SEO, Meta ads,GA4, etc.)
- 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.)
- Legal and Regulatory Knowledge for Turkish import customs & rules.

【Personality】

- Global Mindset & Adaptability: Someone open-minded and flexible, with a strong ability to embrace both Japanese and Turkish cultures. Quickly adapts to changing market trends, consumer preferences, and unexpected challenges.
- Strategic & Data-Driven Thinker: Someone skilled at planning and executing marketing strategies that align with both short- and long-term marketing goals.
  Successful candidates should be able to use data to make informed decisions and continuously optimize campaigns based on insights.
- Collaborative & Cross-Cultural Communicator: Someone who is comfortable working with cross-cultural teams and can effectively bridge gaps between a diverse range of project stakeholders.
- Curious Problem-Solver with Resilience: Resourceful and persistent in overcoming marketing challenges, with a strong sense of curiosity to continuously learn. Identifies potential issues early and tackles them proactively while staying patient and focused on long-term success.

【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 – Marketing Team (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