



## English Language Marketer (PPC Focused)

### Job Information

**Hiring Company**

[ZenGroup Inc.](#)

**Job ID**

1585803

**Division**

ZenMarket Marketing 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 16th, 2026 07:00

### General Requirements

**Minimum Experience Level**

Over 1 year

**Career Level**

Mid Career

**Minimum English Level**

Native

**Minimum Japanese Level**

None

**Minimum Education Level**

High-School

**Visa Status**

Permission to work in Japan required

### Job Description

**«Job Description & Position Highlights»**

- Responsibilities include planning and analyzing PPC advertising campaigns for English-speaking markets
- Drive the growth of a cross-border e-commerce business serving 3 million customers worldwide and see the results firsthand
- Enhance your skills across a wide range of marketing disciplines—including advertising, SEO, and analytics—to

increase your market value

- Enjoy a supportive work environment with benefits such as a flexible work schedule, 26 days of paid leave in your first year, and language learning support

### **【Job Responsibilities】**

ZenGroup's cross-border e-commerce service connects over 3 million users worldwide, with English-speaking markets playing a key role in our growth. As our English digital marketing team continues to expand, we're ready to bring on a PPC-driven Digital Marketer to help us scale even further.

We're looking for someone who can jump in, take ownership of campaigns, and immediately make an impact. If you're passionate about performance marketing and ready to help accelerate our growth across English-speaking markets, we want you on our team.

### **■Main Duties :**

- PPC Management: Primary focus on Google Ads; secondary platforms include Meta Ads, TikTok Ads, Pinterest Ads, X Ads, and Reddit Ads.
- Influencer marketing (Sponsorship, Collaboration, Integration, etc.)
- SEO Optimizations
- Email Marketing
- Data Analysis (Google Analytics, Google Sheets, Looker Studio, etc.)

### **■Department :**

ZenMarket Marketing Division, English Unit  
(Unit Leader: 1, English Marketers: 3)

### **■Reason for hire :**

Staff Expansion

### **■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】**

280,000yen ~ 300,000yen Monthly (Based on previous experience and ability)

Estimated salary in year 1: 3.8 ~ 4.2M¥

- 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]**

- PPC Marketing Experience (2+ years)
- Data analysis experience
- Native English speaker
- Project Management (experience setting KPIs and leading projects)

#### **[Preferred Skills]**

- Japanese language skills JLPT N3 or better
- Event Marketing
- Basic Design skills

#### **[Personality]**

- Data-Focused :
  - Brings practical experience with PPC campaigns and naturally bases decisions on metrics. Enthusiastic about using data to identify opportunities, solve problems, and improve performance.
- Adaptable & Culturally Aware :
  - Comfortable working in a multicultural environment and able to adjust communication styles to collaborate effectively with digital marketers from around the world.
- Proactive Attitude :
  - Self-motivated to grow professionally and achieve goals. Enjoys taking on challenges, maintains a positive mindset when facing obstacles, and takes initiative without requiring constant supervision.
- Team-Oriented :
  - Values clear communication and collaboration to reach shared goals. Open to giving and receiving constructive feedback to support team growth.
- Can-Do Mindset :
  - Maintains focus and positivity in a fast-paced environment, with the flexibility to pivot quickly when priorities change.

#### **[Regarding the Selection]**

- Positions Available : 1
- Selection Process
  - ▽First interview – Hiring Team (45-60 mins, online or in-person)
    - \*Logic test + Marketing test (Logic test 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