Digital Marketer (Second Hand Luxury Promotion!)

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1585805

Division
ZenPlus Division, ZenPlus Marketing Team

Industry
Internet, Web Services

Job Type
Permanent Full-time

Location
Osaka Prefecture, Osaka-shi Chuo-ku

Train Description
Chuo Line Station

Salary
3.5 million yen ~ 4 million yen

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

Holidays
5-day workweek (Saturday & Sunday off)

Refreshed
November 12th, 2026 06:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
Daily Conversation Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Responsible for the overall planning and execution of digital strategies for cross-border e-commerce of pre-owned luxury goods
- A rewarding role where you can enhance brand value in the global market and see tangible results
- Opportunities to expand your skills through a variety of approaches, including social media and influencer marketing

- A flexible and supportive work environment featuring a flexible work schedule, 26 days of paid leave in the first year, and language learning support

【Job Responsibilities】
ZenLuxe has grown into a major segment within the ZenPlus team, operating as an independent platform for customers outside Japan to purchase authentic, second-hand designer products.
As we continue to expand our brand presence and customer base, we are strengthening our marketing team by adding a digital marketer.
Are you a marketer who appreciates the craftsmanship behind designer products and understands how to appeal to our target customers?
If so, this role will provide you with the opportunity to plan and execute digital marketing campaigns centered around products you genuinely appreciate.

■Main Duties：

- Influencer marketing (Sponsorship, collaboration, integration, etc.)
- Social media marketing (Youtube, IG, FB, X, Reddit, etc.)
- Email marketing (Mass and niche marketing)
- Content marketing (SEO, organic marketing, etc.)
- Community marketing (Telegram, FB group, Reddit, Discord)
- PPC marketing (Google Ads, FB Ads, Tiktok, Reddit Ads, and etc)
- Data analysis (Google Analytics, Google Sheets, Looker Studio, etc.)

■Department：
ZenPlus Division, ZenPlus Marketing Team
(Marketing Team Leader = 1, Marketing Members = 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 ~ Monthly (Based on previous experience and ability)
Estimated salary in year 1: 3.6 ~ 4.0M¥

- 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】

- Digital marketing experience in the following areas: social media, influencer partnerships. content marketing
- Experience or knowledge of luxury/designer/and fashion goods (bags, jewellery, watches, etc.)
- Business-level English proficiency
- Japanese language ability at JLPT N3 level or higher
- At least 1 year of corporate work experience

【Preferred Skills】

- Experience with digital marketing tools (PPC, SEO, Email, Meta ads, GA4, etc.)
- Web and visual editing experience (Canva, Capcut, HTML, CSS, copywriting, etc.)
- Data analysis experience (Google Sheets, PowerBI, Tableau, etc.)

【Personality】

- Communication skills:
  - Outgoing individuals who are comfortable communicating and possess excellent written and verbal skills. Members of ZenLuxe are expected to communicate effectively within a global team while respecting Japanese business norms.
- Strategic & data-driven:
  - Applicants who enjoy using data to plan and execute strategies that balance short-term results with long-term brand value. Using relevant data to make informed decisions and continuously optimize campaigns.
- Collaborative cross-cultural connector:
  - Must be comfortable working in an international team and capable of bridging gaps between various stakeholders.Valuing diverse perspectives and aligning them toward a common goal is essential.
- Resilient problem-solver:
  - This role requires a resourceful and persistent mindset when facing challenges. Marketers are expected to identify potential issues early and work collaboratively with the ZenLuxe team to achieve long-term success.
- Continuous learner:
  - A curious professional with a strong desire for growth. ZenLuxe welcomes applicants who are eager to deepen existing knowledge, learn new concepts, and continue developing their expertise in the resale market.

【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