Ukrainian Language Marketer (Unit Leader)

Job Information

Hiring Company
ZenGroup Inc.

Job ID
1586183

Division
ZenMarket Marketing Division, Ukrainian Language Unit

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 ~ 5 million yen

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

Holidays
5-day workweek (Saturday & Sunday off)

Refreshed
November 26th, 2026 05:00

General Requirements

Minimum Experience Level
Over 1 year

Career Level
Mid Career

Minimum English Level
Daily Conversation Level

Minimum Japanese Level
Native Level

Minimum Education Level
Bachelor's Degree

Visa Status
Permission to work in Japan required

Job Description

≪Job Description & Position Highlights≫

- Marketing roles focused on advertising and social media strategies for the Ukrainian-speaking market
- Lead user growth in the global market and see the results firsthand
- Take on leadership responsibilities from strategy development to execution, driving the team with significant autonomy

- A flexible and stimulating work environment with a flexible schedule and a multicultural team

【Job Responsibilities】
For years, Japanese products have enjoyed strong global popularity, and at ZenMarket, our mission remains to bridge the gap between Japan and the world. Our Ukrainian-language marketing team is now entering a phase of new leadership, and we are looking for a dedicated digital marketing specialist to help us reach new records in the Ukrainian-speaking market. In this role, you will leverage your expertise in paid advertising, social media, and influencer partnerships to develop innovative strategies for expanding our Ukrainian-speaking user base.
If you are seeking a new challenge, join our international team of over 40 digital marketing professionals and grow your career in an environment that encourages ownership, creativity, and continuous development.

■Main Duties：
< Project Management (experience setting KPIs and leading projects to improve the Ukrainian market) >

- Data analysis (Google Analytics, Google Sheets, Looker Studio, etc.)
- Management of the work completed by members of the Ukrainian marketing unit.

< ZenMarket's Ukrainian marketing unit will tackle the following duties >

- PPC marketing (Google Ads, FB Ads, Reddit Ads, native paid channels)
- Social media marketing (IG, FB, X, Reddit and others)
- Influencer marketing (Sponsorship, Collaboration, Integration,etc.)
- Content Marketing (SEO, Organic Marketing,etc.)
- Email marketing (Mass & Niche Marketing)
- Localization (Translate English content into Ukrainian)

■Department：
ZenMarket Marketing Division, Ukrainian Language Unit
（Marketer:1）

■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】
¥280,000 ~ ¥310,000 Monthly (Based on previous experience and ability)
Estimated salary in year 1: 4.0 ~ 4.7 M¥

- 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, increasing yearly)

- Congratulatory and condolence leave
- Maternity/paternity leave
- Child care leave
- Personal day leave

【Benefits & Welfare】

- Overtime (paid by minute)
- Managerial allowance
- 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】

- Proven leadership experience (team lead, project lead, or equivalent)
- Minimum of 2 years of experience in digital marketing (PPC, SEO, Social media, etc.)
- Strong proficiency in Google Sheets (data management, analysis, and reporting)

【Preferred Skills】

- Hands-on experience with GA4 and Looker Studio
- Practical experience managing PPC campaigns, including Google Ads and Meta Ads
- Strong analytical and reporting skills, with the ability to derive actionable insights from data

【Personality】

- Data-Focused：
  - Brings practical experience with PPC campaigns and naturally bases decisions onmetrics. 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 (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